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Transit Times

ALAMEDA-CONTRA COSTA TRANSIT DISTRICT ACT FOR THE GOOD OF YOUR COMMUNITY

Volume 1 Number 9 OAKLAND, JANUARY, 1959

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East Bay Transit Ills Growing Worse

Barber Promises District Will Get Into Operation as Soon As Possible; New Losses in Key System Patronage Cited

"The practical and most immediate remedy for curing the near-critical transportation problems of the East Bay area is for the Alameda-Contra Costa Transit District to get into business just as soon as possible."

Robert K. Barber made that statement upon his re-election this month as president of the district board of directors.

"District engineers have predicted," Barber noted, "that the District's basic transit plan—its many improved services and new, superior equipment—can reverse the downward trend in transit riding that steadily has plagued East Bay streets and highways since the end of World War II."

Riders Off 10 Per Cent

Barber disclosed that Key System Transit Lines suffered another loss in riders during 1958, with more than 10 per cent of its transbay passengers abandoning public transit for the private auto.

Total transbay patronage dropped from 9,899,634 in 1957 to 8,857,361 last year, Barber reported.

The figures, according to records of the State Public Utilities Commission, also show that riders on East Bay local lines dropped about 8 per cent—from a total of 41,014,716 in 1957 to 37,812,404 in 1958, he said.

District Moves Headquarters to More Central East Bay Location

Headquarters of the Transit District were moved this month from the Claremont Hotel to the seventh floor of the Plaza Building in downtown Oakland.

Directors approved the move upon the recommendation of General Manager John R. Worthington as a more centralized East Bay location with improved facilities for conducting district business.

The Plaza Building is located at 506 - 15th Street. New telephone number of the District is TEmplebar 6-1808. District offices had been located at the Claremont Hotel since September, 1957.

"Though the six-day Key System strike last June accounted for a part of this loss, the figures nevertheless indicate a continuing number of people are dissatisfied with the service offered by existing public transit," Barber said.

The transit official told a meeting of the board of directors that an "entirely new approach to encourage transit riding is essential if East Bay streets and arterials are not to become almost hopelessly clogged in the next few years ahead."

Barber said another bond issue to purchase equipment and place the District in operation "will be submitted to the voters, probably sometime this fall."

Key Must Pay Cost of Removing Tracks

The cost of removing abandoned train tracks from Oakland streets must be paid by Key System and not the Transit District should the district buy out the private company.

This is the contention of district officials as stated recently in a letter to the California State Public Utilities Commission.

The District asked the PUC to dismiss a petition filed with the PUC by the City of Oakland. The city had asked the PUC to include the cost of track removal in an evaluation of Key's properties which the PUC is making for the District.

Robert E. Nisbet, attorney for the District, maintained there is no basis for the petition. He said that if Oakland wants to protect its claim against Key, it should go to court and secure a judgment against the company. Then, should the District take over Key System, any part of the judgment still unpaid could be deducted from the funds paid the company, just as any other outstanding claim against the firm would be handled.

The city's position is that Key has a franchise obligation to remove all tracks and repave streets now that buses have been substituted for the trains. If the District puts Key out of business, the District should have to pay for the street work.

Meanwhile, Key officials and the Oakland City Council have agreed to a three-year program for removing the tracks.

The PUC, which must approve the stepped-up amortization schedule, has indicated a regular public hearing must be held before approval is granted. The commission previously had set a 10-year period for the $700,000 job.

Under the three-year program, Key System would be allowed to charge $233,334 a year against operating revenues instead of $70,000 a year as now provided.

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5,000 East Bay Citizens Hear Description of Transit Program

Public presentations of the Transit District's plan to improve and expand East Bay public transit have been made to nearly 5,000 residents of Alameda and Contra Costa counties.

More than 100 organizations have requested presentations since completion of initial engineering studies five months ago.

Presentations are available to civic, business, community and other clubs and organizations, and include a series of descriptive charts and a commentary by a District representative. A 25-minute color film on transit also is available.

Agreement Near on Excluding Portions of Contra Costa County From Next Bond Issue

Final approval on proposed legislation that would exclude parts of Contra Costa County from voting on a future bond issue is expected at a special meeting of the transit Board of Directors February 4.

The directors indicated at their January meeting that they favored establishment of a special service zone within the District, rather than legislation that would summarily remove portions of the county from the District entirely.

Residents living only within the special service zone would vote on a future bond issue, and only these residents would be served by the District. Other areas in the District could easily annex to the special service zone at a later time.

John R. Worthington, district general manager, noted that people now in the District voted themselves in, and the Legislature may be reluctant to vote for blanket exclusion.

John A. Nejedly, district attorney of Contra Costa County who appeared at the meeting, and Worthington said progress is being made toward reconciling differing views on the form the legislative amendments should take. Both indicated that mutual agreement was not far off.

At least one more meeting between representatives of Contra Costa County, the cities of Walnut Creek and Concord, and the Transit District was decided upon before the transit board considers the matter February 4.

What the Editors Are Saying About Transit

Transit Tax Subsidy Considered Wise Policy in S. F.

Reprinted from the *San Francisco Examiner:*

EVERY DAY is bargain day on the Municipal Railway. The rider pays 15 cents. The actual cost of his ride to Muni is 16.15 cents. The difference is made up by tax subsidy, of which the rider pays very little.

Only three major cities—San Francisco, New York and Boston—still cling to the 15 cent fare for surface transit; all three subsidize. The basic fare is 20 cents in Detroit, Cleveland, Washington, D.C., Philadelphia and Oakland, with zone charges sometimes increasing that figure. It's 25 cents in Chicago, St. Louis and Pittsburgh. In Los Angeles it's 17 cents with added zone charges. The national average, counting small cities, too, is 18 cents.

Muni's subsidy this year is $5,800,000, provided roughly two-thirds from property taxes, one-third from the city sales tax. Since business and industry pay 75 per cent of the total property tax, they obviously are providing most of the subsidy.

They accept the subsidy burden as a matter of wise policy. Adequate Muni service, and encouragement of the Muni riding habit, are vital to the city. Higher Muni fares would drive more riders to automobiles. The increased traffic congestion would be bad for everybody. The subsidized, low fare is the lesser of two evils.

That's why, on this annual occasion of Muni Week, it's worth while to remind you that every day is bargain day on the Muni.

Policy Makers

The Board of Directors of the Alameda-Contra Costa Transit District

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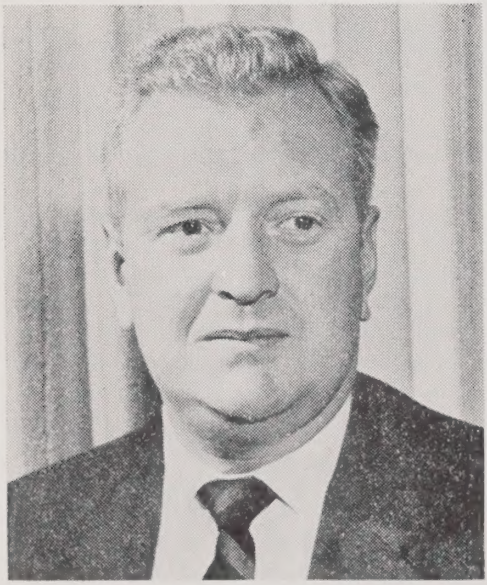
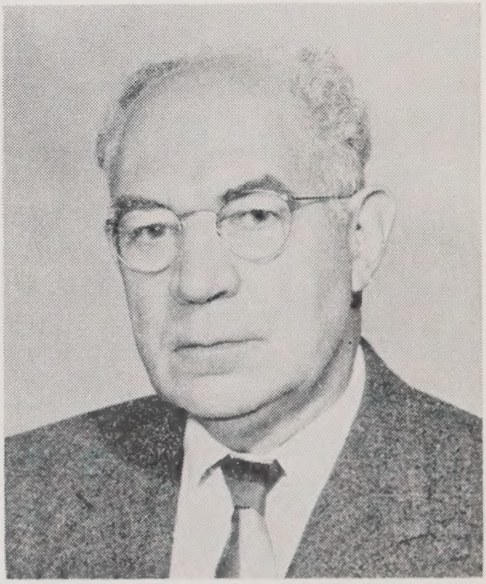
1959

Robert K. Barber
President

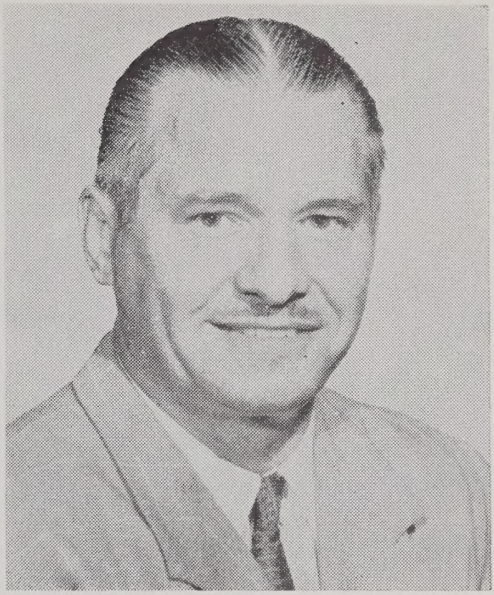
William H. Coburn, Jr.
Member



Robert M. Copeland
Member



Wm. J. Bettencourt
Vice President



J. Howard Arnold
Member

Paul E. Deadrich
Member

John McDonnell
Member

'Success Story Profile'

New Approach to Transit Keeps Bus Firm in Black; Improved Services Curb Rider Loss

NASHVILLE.—At the peak of the rush hour each morning, bus after bus, loaded with office workers, store clerks and shoppers, barrels into the congested heart of this Tennessee city, unloads its passengers quickly and highballs out again.

This operation, routine for Nashville, would seem strange in most American cities, where buses in rush hours usually are forced to creep along through traffic-clogged streets. In Nashville, buses have their own lanes, which are barred to other traffic during morning and evening peak traffic hours.

In many other respects, Nashville's transit operations are unusual. In an era when the very continuance of urban bus and streetcar systems is threatened and financial difficulties are forcing company after company to cut service, Nashville's system is flourishing and is trying out innovations to make bus riding more convenient and comfortable.

Rain or shine, Nashville's riders who get on or off in the town's centrally-located Memorial Square are protected from the weather. The city itself has put up five spacious shelters.

On its own, the bus system—Nashville Transit Company—is going to unusual lengths to establish a reputation for neighborly friendliness.

It provides free strollers for mothers with babies to use on downtown shopping trips. In the summer, the line gives free rides to kids on their way to swimming lessons. And on three Sundays a year—Easter, Palm Sunday and Mother's Day—church-goers get a free lift.

Fares Held Down

If all this sounds a bit unusual, read on. Nashville Transit is consistently in the black financially and it has managed to get along without fare increase since 1956 in the face of steady increases in equipment and labor costs. (Its present fares are 15 cents in the city and 20 cents to the suburbs.)

What's more, the line has purchased $2,000,000 worth of new red and yellow buses to provide its customers with smoother rides.

A majority of the 1,300 transit systems in the United States either are losing money or doing little better than breaking even. In some cities the situation has become so desperate that the faltering companies are being taken over by the municipalities—about 30 such takeovers have occurred since World War II.

Since 1952, when the company threatened to go out of business and a reorganization of the firm took place, the bus company has conducted a campaign to convert Nashville Transit Company's corporate image into a more benign form and to eliminate the "public be damned" aura that seems to surround so many

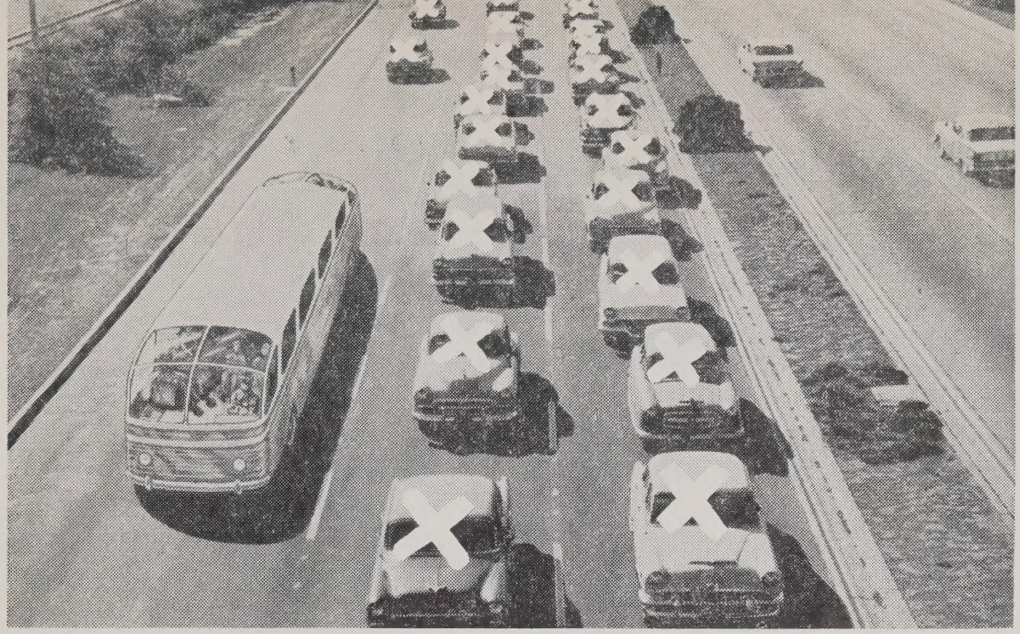
City Ends Fight With Bus Company Over Fares; Votes to Buy Out Line

SAN ANTONIO. — Citizens here have voted 19,289 to 4,868 to issue bonds to buy the local bus system.

Councilmen of the Texas community proposed the bond issue as the only way to end a constant fight with the San Antonio Transit Company over fares.

Basic fares were raised last year two cents to 17 cents, and another three-cent hike had been requested.

The proposal was for $1,750,000 in general obligation bonds. If the offer is rejected, the city plans to issue revenue certificates to raise money and buy 242 buses, new and used.



MORE ROOM—*Every new motor coach filled with passengers means 35 autos can be eliminated from East Bay streets. A five per cent increase in riders estimated by Transit District during first year of operation would clear roadways of about 1,000 autos a day. This represents a clear stretch of freeway 15 miles long.*

transit companies, at least in the public's mind.

Since then, Nashville Transit has tried to tailor service in every way to fit its riders' needs.

Just a couple of months ago, it introduced special Sunday schedules carefully arranged to deposit church-goers at church doors within 10 minutes before start of the morning service, and to pick them up within 10 minutes after the close.

Many New Services

Another new wrinkle—"Stop and Shop" service—began last year. At no extra cost, passengers boarding a bus downtown may obtain special tickets that permit layovers for shopping at outlying neighborhood stores, after which they may board another bus for the rest of the trip.

"Club Coach" service, an innovation several other cities are trying, was introduced here in 1954. These extra-fare buses—they cost 25 cents a ride—pick up regular suburban customers at their doors in the morning and whisk them downtown, with no stops. Riders, similarly, are returned to their doorsteps in the evening. Club coach service was slow to catch on but is now a solid money-maker, say officials of the company.

One of the most important operational changes has been the exclusive lanes for buses on the city's streets.

In support of this municipal concession, transit men argue that a bus hauling several dozen passengers deserves street space proportionate to the number of people carried. They claim a 50-passenger bus can carry as many people as normally ride in about 35 private autos.

Needless to say, the company's efforts would have been futile if the city hadn't cooperated.

The special bus lanes, for instance, has to be authorized by the city. Mayor Ben West, however, trumpeted the idea that the transit company's difficulties were of municipal concern, and that the city and bus company should work together to solve their common problem.—*Reprinted, in part, from Wall Street Journal.*

Actions of the Board

At its regular meeting on January 20, 1959, the Board of Directors:

- Received the oath of office from Alameda County Superior Judge Thomas W. Caldecott.
- Re-elected President Barber and Vice President Bettencourt for 1959.
- Received a report from the general manager on the inability of the Transit District to help settle a dispute over the location of the Key System "B" transbay bus line in the Lakeshore-Trestle Glen area at the present time.
- Approved placing district employees under the Federal Social Security Program, on motion of Vice President Bettencourt.
- Ratified lease for new district headquarters in Plaza Building, on motion of Director McDonnell.
- Received a report from the general manager that Contra Costa County has remitted to the district taxes collected to date amounting to $40,636.79.
- Scheduled a special meeting February 4 to consider proposed legislation excluding Central Contra Costa County from voting on a future transit bond issue.
- Established a Special Committee on Rules for Procedure, on motion of Vice President Bettencourt. President Barber appointed Vice President Bettencourt and Directors Deadrich and Copeland to serve on the committee.

Investors Report NCL May Liquidate Transit

National City Lines, the parent corporation of Key System, is being transformed into a truck rental company, according to the report of a New York investment firm.

The firm, Ira Haupt and Company, has predicted that National City Lines' transit holdings will be liquidated.

The parent transit company is being transformed into a truck rental company as a natural result of inadequate earnings from transit holdings, according to studies of the investment firm.

Key System operates East Bay and transbay buses owned by the Bay Area Public Service Corporation. Both companies, in turn, are owned by Railway Equipment and Realty Company, in which NCL holds the controlling stock interest.

The investment studies showed that Railway Equipment and Realty Company is one of only two of NCL's similar holdings which are on a paying basis.

The investment firm also said a National City Lines' merger with an unnamed truck rental firm owning 6,000 vehicles is under negotiation.

More Information?

A note or phone call to the Transit District will place your name on the mailing list for *Transit Times* if you are not already regularly receiving a copy of the monthly newsletter.

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ALAMEDA-CONTRA COSTA TRANSIT DISTRICT ACT FOR THE GOOD OF YOUR COMMUNITY

Volume 1 Number 10 OAKLAND, FEBRUARY, 1959

Public Invited To Help Redraft Transit Plan; New Legislation Is Authorized

Amendments Creating Special Service Zones Prepared For Introduction Into Assembly

Compromise legislation that would retain Contra Costa County areas in the Transit District, but defer service to them until it is wanted is being drafted for introduction into the State Assembly.

Transit district directors voted this month to proceed with their bill after an unsuccessful attempt to reach still further compromise with the Contra Costa County Board of Supervisors.

The district-sponsored measure is designed to continue the present district intact but to provide transit facilities only for areas desiring the service at the present time.

Areas within the district but outside the operations zone would retain the right to vote for election of directors and would be subject to a tax limited to 1 cent.

That money would be used to finance continuing studies as to changing needs of the district and thus facilitate extensions of service to the outside areas when they desire service in the future.

General Manager John R. Worthington emphasied that the ultimate aim of providing adequate transit service for the two counties requires the acquisition of routes, equipment, personnel and termi-

(Continued on Page 8)

Revised Transit Plan To Be Ready In 3 Months; Civic Groups Urged To Assist

A substantially revised plan to provide the East Bay a public transit operation more of its citizens will ride, is expected to be completed by the Transit District in the next three months.

More than 100 civic, business, industrial, property owner and taxpayers' associations have been invited by the District to help in drafting the revised transit program. The organizations represent an estimated 20,000 business firms and individuals.

The District also is seeking the assistance of City Councils in each of the East Bay communities to review the transit plan prepared for the District last August by De Leuw Cather & Company.

Several public hearings also are being considered as part of what should prove to be one of the largest surveys as to public sentiment ever conducted in the area.

The transit plan under review was the basis for the $16,900,000 bond issue that narrowly missed receiving a necessary two-thirds majority last November.

General Manager John R. Worthington told the Board of Directors at its February meeting:

(Continued on Page 3)

An Editorial

Proof of the Pudding

ASSURANCES the Alameda-Contra Costa Transit District can provide the East Bay with a first class transit system the public will ride, and at no cost to the taxpayer, emanate from a source far more reliable than idle wishful thinking.

These promises of a revitalized and self-supporting transit bus system, dedicated to greater speed, convenience, service and the use of top-flight equipment, are rooted in the practical operating experience of existing transit companies.

A striking example is the public transit system in Nashville, Tenn. Six years ago the company threatened bankruptcy. Today, the reorganized system flourishes.

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Paul E. Deadrich . . . . . Ward V

Many of the improvements promised here by the Transit District were largely responsible for the successful comeback of the Nashville system and its ability to stay so deep in black ink.

And what has Nashville done to reinvigorate its public transportation? It has furnished exclusive transit lanes at rush hours on the streets so there is no crawl through traffic. Its passenger stops protect patrons from all kinds of weather.

This system even provides free strollers for mothers who need to take their children on downtown shopping trips; it provides free rides for youngsters bound for swimming lessons in the summer; special Sunday schedules deposit weekly churchgoers at church doors within 10 minutes before start of the morning service.

Another new wrinkle—"Stop and Shop" service – permits passengers boarding buses downtown to layover for shopping at outlying neighborhood stores. "Club Coach" service, slow to catch on but now a solid money maker, picks up regular suburban customers at their doors in the morning and whisks them downtown, with no stops.

Such practices are not aimed solely at enabling the Nashville transit system to operate at a profit. The far more important aims are to keep automobiles out of business districts and to avert congestion on the streets and highways.

Nashville is proving how the use of public transit can be so increased that it both diminishes congestion and pays its own way in the bargain. We are satisfied a similar progressive approach by the Alameda-Contra Costa Transit District will produce like results here.

Barber Issues Call For Richmond, San Pablo To Enter District; Suggests Joint Studies

A proposal that representatives of Richmond and San Pablo and the Alameda-Contra Costa Transit District get together to discuss future transit planning was made recently by Robert K. Barber, president of the Transit District.

Barber, speaking before members of the Richmond Democratic Club, declared:

"I believe it is time for us to sit down together, now that we are in the relative calm that follows the storm, to map out the long-range approaches."

President Barber

It is essential that the cities of Richmond and San Pablo eventually become a part of the Transit District, he said.

"Some day, all the major population centers must come together in attacking the common problem of transporting masses of people from where they are to where they want to go.

"The fact that the people did create the Transit District by their vote, and the fact that a majority did vote for the recent bond issue, can be taken to mean that the day is not far off when the District will be in operation," he said.

Both Richmond and San Pablo were excluded from the Transit District by a court decision which held absentee ballots were improperly canvassed after the election forming the District.

If the District should be successful in replacing Key System, Richmond and San Pablo might be left without any major public transportation system unless they annex to the Transit District.

Barber stressed the importance of transit to the businessman, declaring that "downtown business districts would nearly wither away if they were suddenly deprived of public transit facilities."

"Key System has repeatedly indicated it has little, if any, interest in revitalizing its services and equipment and developing a transit operation capable of drawing people to its services," Barber said. He added:

"We of the Alameda-Contra Costa Transit District, on the other hand, are firmly convinced that the program we proposed for the East Bay will definitely reverse the downward trend in transit riding and help to solve our area-wide traffic problem."

The transit official said the district is striving to obtain legislation that will make it easier for areas such as Richmond and San Pablo to enter the District.

Surveys Begin On Revising Transit Program

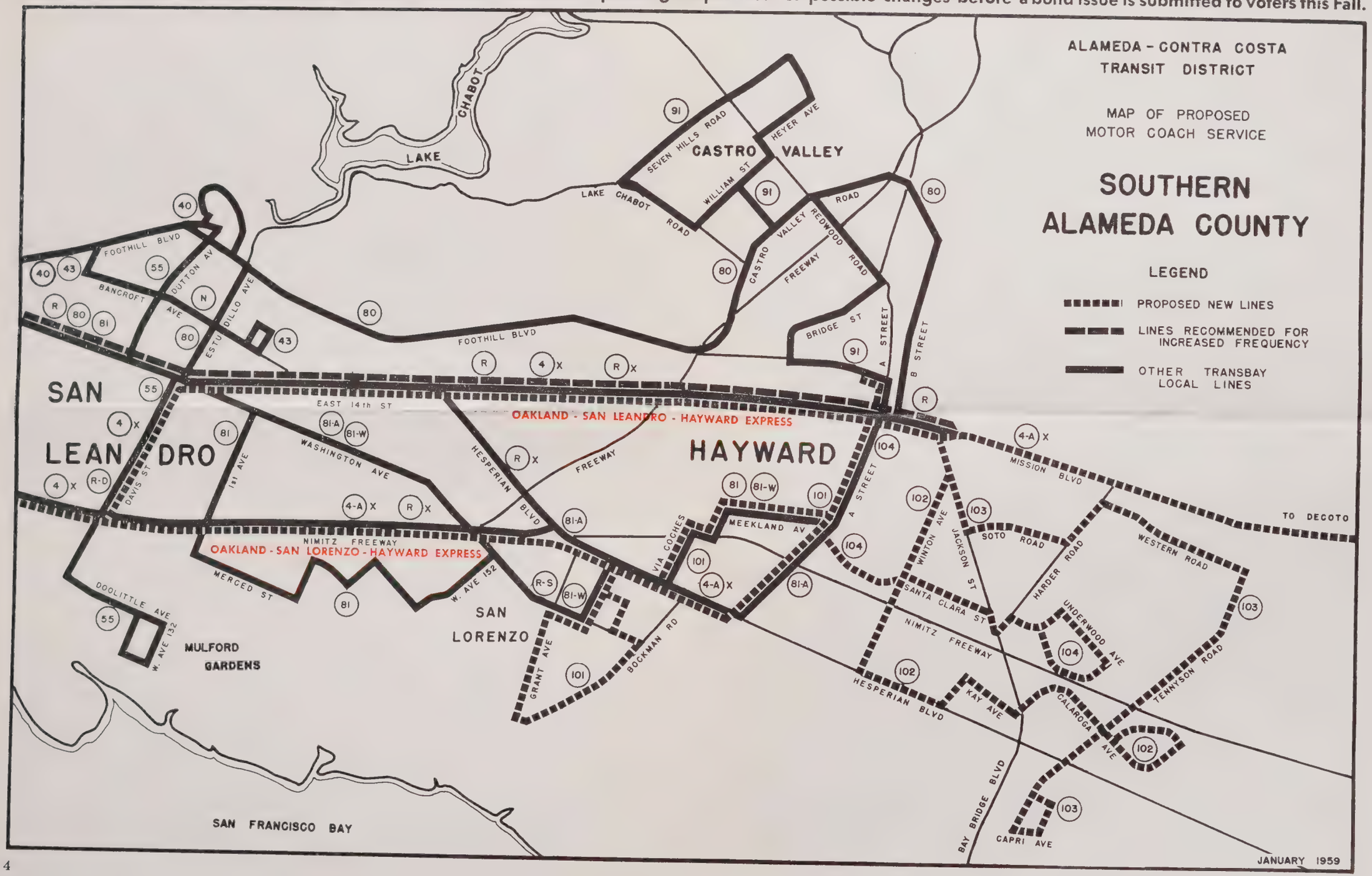
(Continued from Page 1)

"Before submitting another bond issue, it is essential that we find out what the people think of the proposed improvements. We want to determine areas where the plan could be revised to more adequately serve local transit needs and to meet with fuller approval of the citizens of the District."

Worthington said the transit plan will be substantially revised after the comments and suggestions have been received from the public, and that the new bond issue proposals should be completed early in June.

District officials have indicated another bond issue will be submitted to the voters, possibly next Fall.

NEW TRANSIT LINES—Map shows service in Southern Alameda County initially proposed by Transit District. More than 100 civic, business, industrial, improvement and taxpayers' organizations have been invited to review routes and operating frequencies for possible changes before a bond issue is submitted to voters this Fall.



What the Editors Are Saying About Transit

Freeway Bus Lines, Park-and-ride Urged in Philadelphia

Reprinted from The Philadelphia Inquirer:

THE value of the Schuylkill Expressway as an artery for high-speed bus lines serving the central city has been stressed by this newspaper ever since the highway was proposed.

Now that the Expressway has been completed to Vine Street, with connections to midcity points, the Philadelphia Transit Company has announced plans for a peak-hour bus line operating on it as part of a route from Roxborough . . .

The express service thus provided should substantially reduce the running time required by Route A buses, now linking the Roxborough area and downtown Philadelphia.

But Expressway bus service should not be limited to a short detour for an existing line. Douglas M. Pratt, PTC president, says that shoppers' special buses now running to the midcity from Overbrook, Bala, Wynnefield, Mt. Airy, Germantown and other districts, will be routed later over the Expressway.

And, he adds, if parking facilities are provided "at suitable points along the Expressway," express buses could furnish fast, convenient park-and-ride service direct to the central city.

This type of service should produce the largest benefits because it could attract the patronage of many persons who now travel to and from the downtown business district in their automobiles. A single bus can carry as many persons as usually ride in 35 or 40 automobiles, so that a shift of motorists to the express buses for commuter travel could greatly ease traffic congestion.

Just what points along the Expressway Mr. Pratt regards as suitable for parking facilities he does not state. But it is obvious that one logical location is somewhere close to the City Line interchange, where passengers could park their cars for the day and board express buses for a fast ride to their downtown destination. Ample size to meet future demands of course, would be an essential.

City-PTC cooperation in promoting such a park-ride facility is surely indicated.

Sacramento Transit Reports Net Surplus

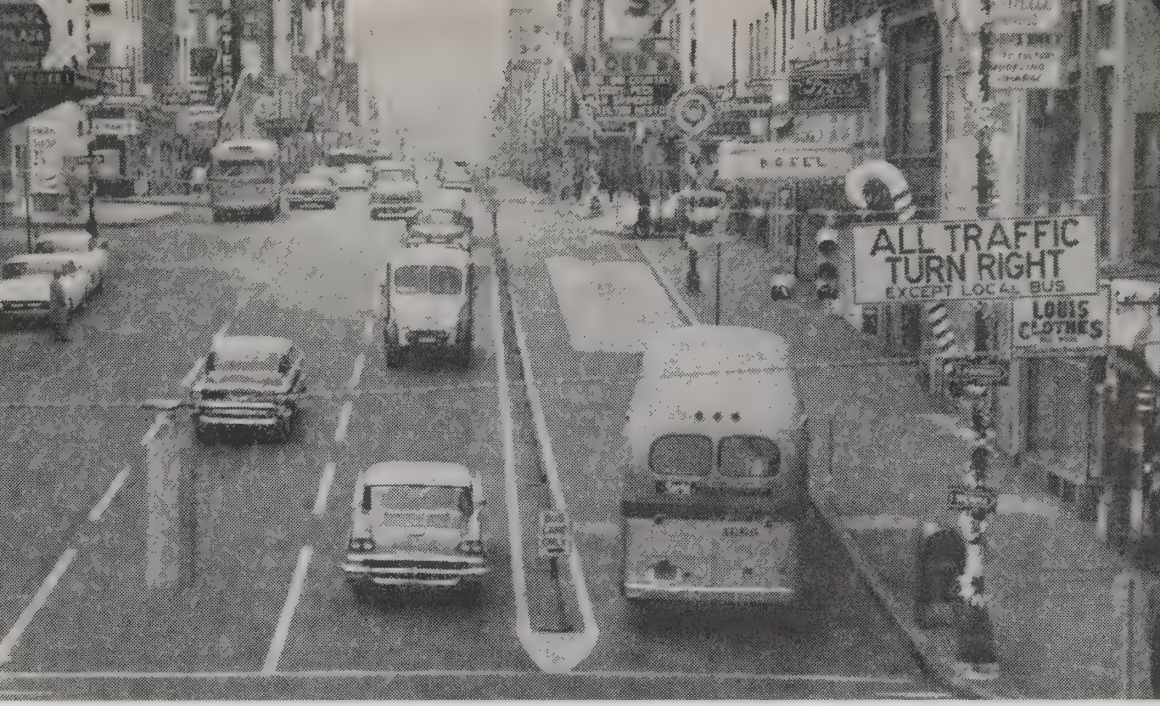
SACRAMENTO — The Sacramento Transit Authority continued to operate on a self-supporting basis during its second year in business, according to the Authority's recently published year-end report.

Walter Christensen, chairman of the Authority, said that income was more than sufficient to cover all expenses including principal and interest on bonded indebtedness.

Self-sustaining operations were maintained despite substantial wage and salary increases granted all transit employes, Christensen said. The Sacramento Transit Authority has operated since March, 1956, with a 15 cent cash fare.

More Information?

The District can make available speakers and a 20-minute color film on transit to interested organizations. A note or phone call to the District also will place your name on the mailing list for *Transit Times* if you are not already regularly receiving a copy.



COMING AND GOING—Novel bus-only lane on Market Street in Harrisburg, Pa., allows buses to travel westbound on busy downtown thoroughfare, and restricts all other traffic to eastbound movement. Introduced on a trial basis last August at suggestion of city engineers, the arrangement won almost universal acceptance among merchants, city officials and the general public, and was recently approved on a permanent basis. Movement of buses through the area has been speeded up an average of 14 per cent. *—Photo courtesy of Harrisburg Railways Company*

Faster Bus Speed In Traffic Studied Here

A study of traffic control devices to speed public transit, such as reserving one lane exclusively for buses during rush hours, is being conducted by the Transit District.

Director Robert M. Copeland proposed the study, saying that exclusive bus lanes, no parking restrictions, special bus speed limits, one-way streets and other systems are used elsewhere and may be workable here.

"Close coordination with municipal and county authorities who control the streets is essential if we are to speed up buses on our downtown streets," he said.

"Buses can save riders substantial travel time during rush hours if they have exclusive curb lanes in which to travel," Copeland said. He cited a number of communities throughout the country that have experimented with bus-only lanes and have found they speed up both public transit and the private auto.

In Dallas, Tex., for example, exclusive bus lanes increased transit speed by 23 per cent. Autos increased their travel speed by as much as 45 per cent. Buses using special lanes in Cincinnati permitted auto traffic to move 23 per cent faster.

General Manager John R. Worthington told the Board that other than what the Transit District is planning, nothing is being done here at present to make travel by bus faster and more attractive. Very little, in fact, has ever been done in this area to help facilitate the speed of transit coach travel," he added.

Actions of the Board

At a special meeting on February 4, 1959, the Board of Directors:

• Amended Rules for Procedure, establishing four standing committees concerned with finance, program planning, administration and public information, on motion of Vice President Bettencourt.

• Changed regular meeting date and location to the first Wednesday of each month beginning March, 1959, in the chambers of the Alameda County Board of Supervisors, on motion of Director John McDonnell.

• Authorized study on methods of increasing speed of transit coaches through traffic, on motion of Director Deadrich. (Details, Page 7.)

• Authorized Director Copeland to attend meetings of the Governor's Industrial Safety Conference and American Society of Civil Engineers' in Los Angeles, on motion of Director McDonnell.

* * *

At its regular meeting February 17, 1959, the Board of Directors:

• Heard report of progress on several proposed legislative amendments to Transit District Law and on activities of District public information program from General Manager Worthington. (Details, Page 1.)

• Adopted revised Rules for Procedure for the Board of Directors, on motion of Vice President Bettencourt.

Legislation To Defer Contra Costa Service

(Continued from Page 1)

nals. The contemplated five-county rapid transit system will not provide the two East Bay counties with a solution to its immediate transit problems and many of its long-range problems, he added.

"Ultimately most, or all, of Contra Costa County will want to come into the district due to geographical factors and population growth," Worthington said. "Therefore, I feel the 1 cent tax is not unreasonable or excessive in view of the plan for continuing district-wide studies and retention of the right to vote for district directors."

"Reasonable" Compromise

Worthington viewed the districts proposal as a "reasonable and fair compromise between the position of those who want to be fully in the district and those who want to be fully out.

"We must insist on such amendments as necessary to recognize and protect the desires of voters in both counties," he said.

The district-sponsored legislation also would allow general obligation or revenue bonds to be issued for special service zones upon approval of a majority of voters, permit the district to transmit pro and con arguments on any bond issue to the voters with their sample ballot, and allow the district to acquire equipment through lease-purchase.

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Transit Times

ALAMEDA-CONTRA COSTA TRANSIT DISTRICT — ACT — FOR THE GOOD OF YOUR COMMUNITY

Volume 1 Number 11 — OAKLAND, MARCH, 1959

MAR 25 1959
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New Transit Bus of Advanced Design And Styling Soon To Be in Production

A new line of city transit coaches that makes a complete break with the past and offers advanced body styling and a host of other improvements will begin rolling off the assembly line this Fall.

The new coaches are the first completely new models for city use developed by a major bus manufacturer in 19 years, and are similar to transit buses planned for use by the District.

In addition to all-new body design, the new models have greatly increased visibility with large "picture windows," fluorescent lights, improved air suspension and lower entrance step.

Bright-metal, fluted, anodized aluminum is used extensively in side and rear body panels. Streamlined styling is evident in the forward slanting windows,

(Continued on Page 7)

Cities Urged To Help Redraft Transit Plan

"Traffic congestion, which threatens to grow progessively worse, affects everyone in the community. It is a community problem. Its solution is a responsibility that must be shared by community leaders."

This statement keynoted the remarks of Transit Director Paul E. Deadrich in a recent appearance before the Hayward City Council.

Deadrich urged the Hayward City Council to extensively review the transit plan of the District as prepared last August by De Leuw Cather & Company with the purpose of suggesting changes and improvements.

"We strongly urge that you give the transit plan your most careful study, so that in its revision the transit program that is presented to the voters will reflect the best thinking of this body and will provide the best public transit operation possible for the City of Hayward," Deadrich said.

More than 100 civic, business, industrial, property and taxpayers associations as well as other city councils in the East Bay similarly have been invited to study the transit plan for possible revision.

Director Deadrich

The transit official noted that to diminish traffic congestion public transit must be attractive enough to draw people from their private cars.

"In other words, public transit must provide the service people want or they will continue to shun public transportation.

Progressive public transit—an essential ingredient to overall progress and development of the East Bay—is the goal we have renewed our pledge to attain," Deadrich said. "But we will need the assistance and thoughtful consideration of the entire citizenry of the District to accomplish this task."

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Wm. J. Bettencourt	Ward IV
Paul E. Deadrich	Ward V

All-Bus Rapid Transit Is Proposed For Baltimore

BALTIMORE. — Rapid transit without rails has been recommended for Baltimore by the city's prominent commissioner of transit and traffic, Henry A. Barnes.

Barnes proposed a $150,000,000 busway system which would be a network of streets or portions of streets assigned exclusively for use in high-speed bus operations.

These busways would be far cheaper to establish and maintain than subways, monorail or any other means of fast public transportation, Barnes reported.

Compromise Transit Bill Sails Through State Assembly; Measure Now Faces Senate Action

Compromise legislation amending several provisions of the Transit District Law was adopted this month by a unanimous vote of the State Assembly.

The legal changes, contained in an amended bill introduced by Assemblyman Jerome Waldie of Antioch, have yet to come before the State Senate.

The compromise bill (AB 752) will make it easier for areas of Contra Costa County to withdraw from the District. It also will allow the District to proceed immediately with preparations for a bond issue by establishing machinery under which the District can set up a special transit service zone within its boundaries.

The changes were based on an agreement reached between the Transit District and the Contra Costa County Board of Supervisors. As originally introduced, the Waldie bill was unacceptable to the District, and the Contra Costa supervisors balked at a district-sponsored measure.

Representing the Alameda County legislative delegation in pressing for passage of the bill, both before committee and on the floor of the Assembly, was Assemblyman Walter I. Dahl of Oakland.

Reasonable Compromise

The compromise provides that any city or unincorporated territory, a majority of whose voters voted against a transit district bond issue, may be excluded from the District through a board order. Exclusion could be initiated either by a resolution adopted by a majority vote of a city council or board of supervisors or by a petition bearing signatures equal to 10 per cent of the total vote cast in the last District election.

The district-sponsored amendments will give the Board of Directors power to exclude areas of Contra Costa County from the operational part of the District should Contra Costa supervisors fail to seek exclusion of the area.

The bill as approved by the Assembly also would allow general obligation and revenue bonds to be issued for special services zones upon approval by a majority of voters and allow the District to acquire equipment through lease-purchase.

Compromise Success Laid to Alameda County Legislators

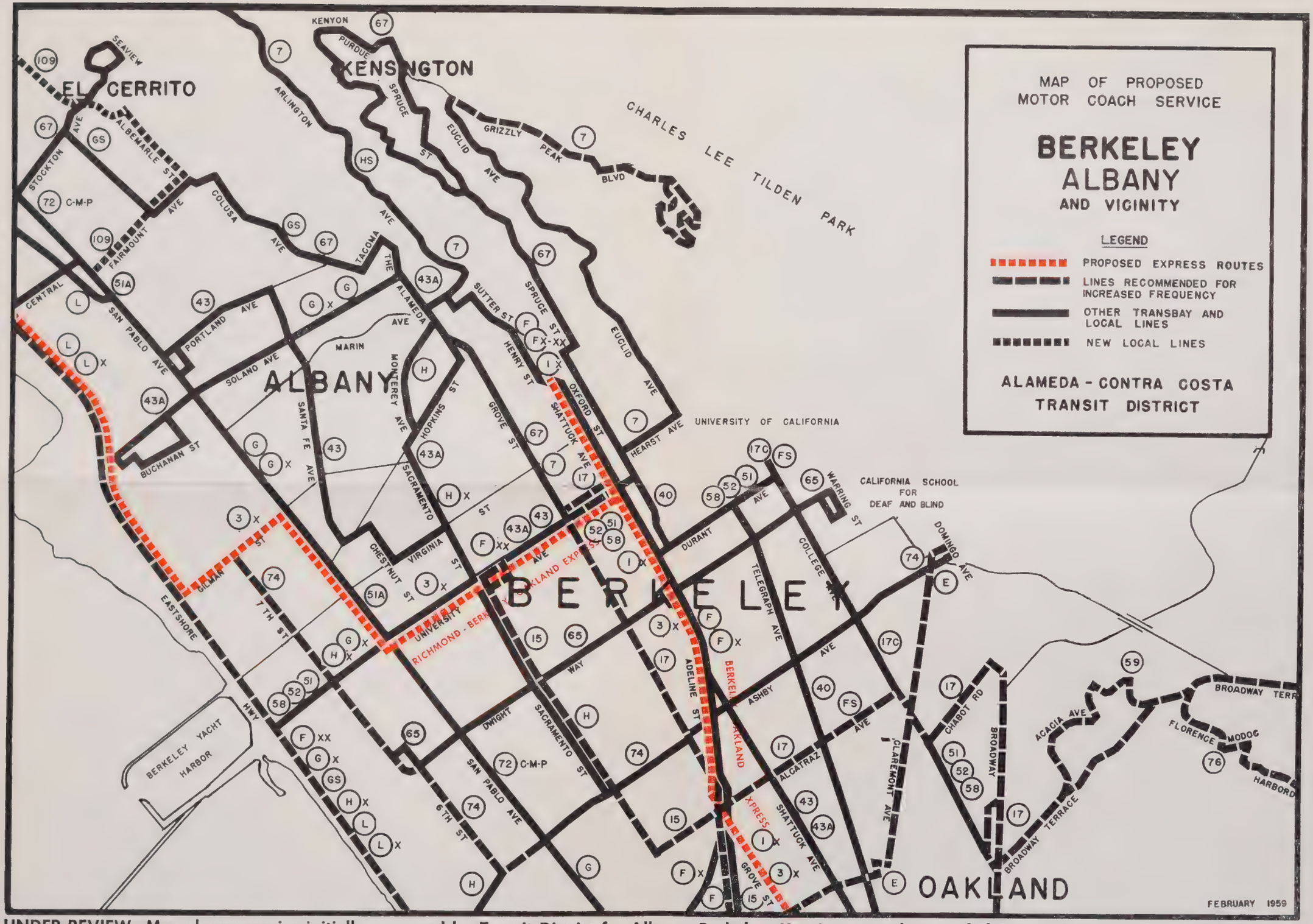
Success of attaining compromise transit legislation that could be unanimously supported by the two East Bay counties has been attributed directly to members of the Alameda County legislative delegation.

Robert K. Barber, district president, pointed out that Alameda County legislators insisted that AB 752, as originally drafted, be amended to provide sufficient protection for the residents of their county.

"It was the firm stand taken by these legislators that permitted the author of the bill, Assemblyman Waldie of Contra Costa County to convince the Contra Costa County Board of Supervisors of the necessity of including the amendments requested by the District in order to obtain the cooperation of the Alameda County delegation in securing the legislation desired," Barber said.

He commended the delegation for "recognizing the serious transit problem confronting East Bay residents, and for moving swiftly to bring about changes in the law that will greatly aid in meeting this problem."

Members of the Alameda County delegation include Assemblymen Byron Rumford of Berkeley, chairman; Walter I. Dahl, Oakland; Nicholas Petris, Oakland; Carlos Bee, Hayward; Robert W. Crown, Alameda, and Don Mulford, Berkeley; and State Senator John W. Holmdahl of Oakland.



UNDER REVIEW—Map shows service initially proposed by Transit District for Albany, Berkeley, Kensington and parts of El Cerrito. Routes and operating frequencies are being reviewed for suggested changes and improvements by more than 100 East Bay organizations before a bond issue is submitted to voters this Fall.

What the Editors Are Saying About Transit

Exclusive Bus Lanes Needed to Speed Downtown Transit

Reprinted from the Des Moines (Ia.) Tribune:

THE CITIZENS traffic study committee has voted to ask the city traffic engineer to study a proposal for reserving the right hand lanes on Locust, and Walnut Streets and Grand Avenue downtown for bus traffic. The purpose of the plan would be to facilitate bus traffic and, as a result, help the Des Moines Transit Company win back some of the patronage it has lost over the past decade or so. . . .

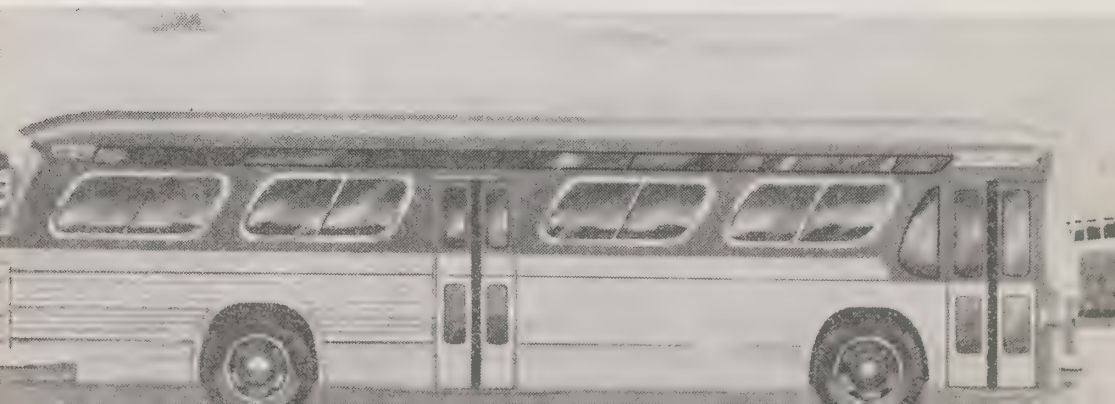
No one argues that a special lane reserved for buses would bring the customers flocking back to the buses immediately. But one need only stand at a loop bus stop during rush hours to appreciate what a boon to bus traffic the proposal under study would be. Buses are sometimes held up as long as three or four minutes per block in the downtown area by automobiles waiting to make a right turn or by cars creeping down the lane to pick up or discharge passengers.

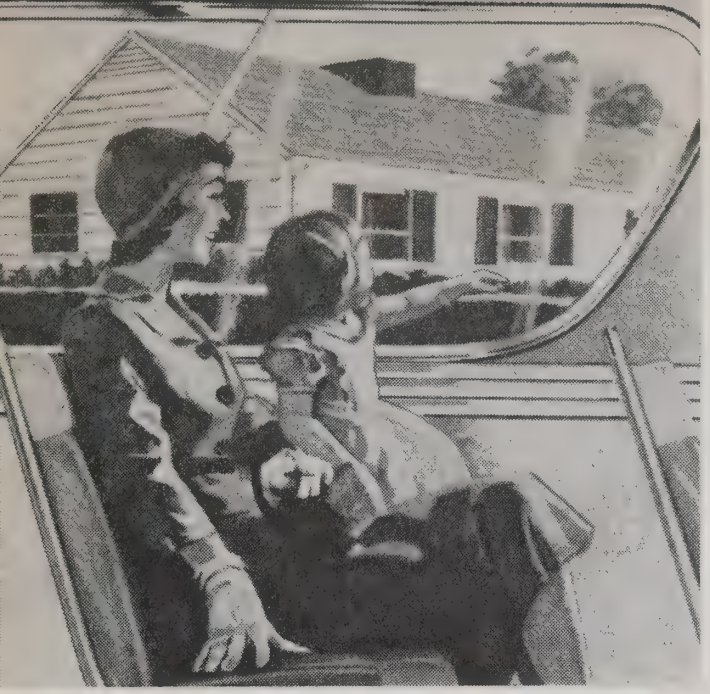
The implementation of the plan would involve some drastic adjustments in the downtown traffic pattern. It almost certainly would be necessary, for example, to ban right turning at several downtown corners. A general ban on street parking, at least during rush hours, might also be called for on Grand, Locust and Walnut. . . .

So the proposal does need study. Offhand, though, it appears that the plan would lead to a much more efficient use of the downtown streets for the movement of people—not just vehicles. One fully-loaded bus accommodates more passengers than a dozen fully-loaded automobiles and uses just a little more than twice the street area. Few automobiles are fully loaded.

Fred C. Warden, president of the transit company, believes that the bus lane plan should be extended to several north-south streets in the loop. He is convinced, too, that the plan would benefit car users as a group even more than the bus company and its patrons by facilitating the general traffic flow.

Buses still carry about one of every four persons who travel over the downtown streets and probably one of three during rush hours. The city has provided some tax relief to the bus company in recent years. But this is the first proposal aimed at helping the company provide better service. We believe it deserves serious consideration.





DESIGN FEATURES—Large speedline "picture windows" of sliding sash slant forward to give an impression of motion and provide greater outside visibility for passengers. Step height is reduced to 13½ inches to facilitate boarding the new models. Extensive use of fluted, anodized aluminum on exterior of transit buses replaces former painted surfaces, while streamlined design eliminates "boxy" appearance of buses now in use.

Many Improvements in New Bus Models

(Continued from Page 1)

in both front and rear end design, and in such details as clearance lights, standee windows, headlight and turn signal housings.

Improved styling also marks the interior of the coach, where new ideas, new materials, new colors create an inviting atmosphere. Former painted masonite surfaces have been replaced with patterned Melamine panels and anodized aluminum.

The new coaches have push-type exit doors as standard equipment. Other standard features include a new track-type seat mounting rail inserted flush with the floor which allows easy relocation of seats for greater passenger comfort.

A new fluorescent lighting system illumines the whole coach interior in "white" light, replacing former yellow individual incandescent lamps above windows. Centrally located, running longitudinally down the coach mid-ceiling, it eliminates dark spots, makes the coach interior more inviting to evening riders.

Visibility for the driver has been nearly tripled with much larger windshield. Passenger visibility is also better through the use of larger side and rear windows. Total glass area is 93 per cent greater than earlier models, and fits the general trend to greater use of glass in autos, trains, office buildings and homes.

A new V6 diesel engine delivers more horsepower, and a new heating and ventilating system provides quiet, even distribution of heat. Air-conditioning, which is optional at extra cost, is integrated with the heating and ventilating system.

ACTIONS OF THE BOARD

At a special meeting on February 25, 1959, the Board of Directors:

• Received a report from General Manager Worthington concerning the legislative program of the District. Worthington said a compromise with Contra Costa County supervisors regarding proposed withdrawal provisions had not yet been attained.

• Approved proposed legislation that would allow the District to establish special service zones within its boundaries, on motion of Vice President Bettencourt.

• Adopted a resolution opposing the existing draft of Assembly Bill 752 introduced by Assemblyman Waldie of Antioch, but authorizing support of the measure if District amendments were accepted, on motion of Director Copeland.

• Adopted a resolution declaring AB 752 incompatible with the best interests of the District, and authorizing the General Manager to confer further with Contra Costa County Supervisors to reach a compromise, on motion of Director Copeland.

* * *

At its regular meeting March 4, 1959, the Board of Directors:

• Received a report from General Manager Worthington concerning a compromise on transit legislation approved by the Contra Costa County Board of Supervisors. Worthington said that AB 752 containing Transit District amendments was passed to the full Assembly by the Public Utilities and Corporations Committee earlier in the day with a unanimous "do pass" recommendation. (Details, Page 3.)

• Authorized transfers in budget accounts following mid-year review of District operations, on motion of Director McDonnell.

PUC Rules on Key Track Removal Costs

Key System's obligation to remove train tracks and repair Oakland streets cannot be included in an evaluation of the company's property sought by the Transit District, according to a recent ruling of the State Public Utilities Commission.

The City of Oakland had asked the PUC to include the track removal program—estimated to cost $509,200—in the price it sets for the Transit District's proposed acquisition of part of Key System's properties.

The commission ruled that it has the power to evaluate physical properties only, and cannot include franchise obligations.

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Volume 1 Number 12

OAKLAND, APRIL, 1959

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NEW BOUNDARIES

Initial District Transit Operation Will Exclude Central Contra Costa County

Most of Contra Costa County will be excuded from the proposed operational area of the Transit District just as soon as the law allows.

John R. Worthington, district general manager, told a meeting of Contra Costa county and city planners in Richmond recently that the only areas of the county that would receive transit service in the immediate future would be El Cerrito and Kensington.

"An average of only 40 per cent of the voters in Contra Costa County favored the recent transit bond issue, as compared to 62 per cent in Alameda County," Worthington noted.

Bond Election

As a result, directors of the Transit District have indicated they favor the exclusion of Central Contar Costa County from voting on a future bond election, and have pressed for legislation to make this possible.

The transit official reviewed provisions of an amended bill introduced by Assemblyman Jerome Waldie of Antioch and already passed by the Assembly and Senate that would allow the District to set up a special service zone (Details, Page 6).

"This zone will include all of Alameda County that currently is in the District as well as El Cerrito and Kensington in Contra Costa County," he said.

The Waldie bill (AB 752) also makes it easier for cities such as Richmond and San Pablo to enter the District, and liberalizes the manner in which other areas of Contra Costa County could totally withdraw from the District, he pointed out.

"But we are not going to wait until the Contra Costa County Board of Supervisors and city councils request exclusion from the District," Worthington said.

Special Service Zone

"Just as soon as the Governor signs the bill into law, we will move to exclude most of Contra Costa County from the next bond issue by establishing the special service zone.

"This is necessary in order to fix our operational boundaries and proceed immediately with the planning for the bond measure," he said.

Under the new provisions of the Waldie bill, 10 per cent of the voters in Richmond or San Pablo could request annexation to the District and its operations zone. Annexation at present can be requested only by city councils. An election in the area seeking annexation must be held following approval by the transit Board of Directors.

East Bay Cities Begin Extensive Review of Engineering Plan to Improve Local Transit

Engineering plans prepared for the Transit District last year by De Leuw, Cather & Company are currently undergoing close study by each of the city councils in the East Bay.

Upon request of the District, city council members have directed their planning and engineering staffs and commissions to thoroughly review the transit proposal for suggested changes and improvements.

William J. Bettencourt, transit director from San Leandro, told the San Leandro City Council recently that the District is anxious to receive the comments and suggestions of East Bay city councils before redrafting the transit plan in preparation for a bond election.

"It may be, for example, that you and your staff, having a more intimate knowledge of your area, might see the need for a particular line to operate on a different street," Bettencourt said. "You might determine in your judgment that a particular line should operate more frequently. There may be need shown as a result of your studies for additional services not proposed by the engineers.

"Once we have this information from your City Council as well as from the others to whom we are appealing for assistance, we propose to substantially revise our program and then return with our plan to submit it to you for approval."

Director Bettencourt

Bettencourt expressed confidence that with greater community participation and more opportunity in which to acquaint the people with the revised transit program, the next bond issue will be soundly endorsed by the required majority vote.

Similar appearances have been made by Directors John McDonnell before the Oakland, Piedmont and Emeryville City Councils, Robert K. Barber before the Alameda, Albany and El Cerrito City Councils, Paul E. Deadrich before the Hayward City Council, and William H. Coburn before the Berkeley City Council.

More Information?

The District can make available speakers and a 20-minute color film on transit to interested organizations. A note or phone call to the District also will place your name on the mailing list for *Transit Times* if you are not already regularly receiving a copy.

Transit Times

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Wm. J. Bettencourt . . . . Ward IV
Paul E. Deadrich . . . . . Ward V

What the Editors Are Saying About Transit

Reduced Fares May Be Essential to Expand Transit Riding

Reprinted from the Baton Rouge (La.) Morning Advocate:

TRAFFIC EXPERTS are practically unanimous in agreement that the only practical solution to the increasingly serious traffic problem faced by every city, including Baton Rouge, New York and all the others, is greater use of public transportation.

There is a limit, they argue, to the construction of through-ways and parking lots and garages—that is, when everything downtown has been torn down to make way for wider streets, larger intersections, and bigger parking areas, people no longer will have any reason to come downtown.

The public has not been very cooperative, however. Millions of us insist on driving our cars downtown instead of riding the bus, the commuter train, the street car or subway. As a result, public transportation systems almost everywhere have been expanding very slowly or even cutting back their services at a time when the need for fast, economical transportation has been increasing rapidly and the national traffic jam has been getting worse.

The City of Philadelphia is now trying a novel and interesting solution to the problem. It is trying to reverse the trend of shrinking services and higher passenger fares for public transportation systems.

The public transportation agency in one section of the city has reduced its fares sharply and at the same time considerably extended its services, hoping that this action will attract enough additional riders to make the operation profitable. The city government is standing by to make up losses the company may suffer while the plan is being given a fair trial.

So far, the losses have been fairly large, but 15 per cent more riders are using the system and the company and city hope for an even larger gain.

If this scheme does produce the necessary volume of traffic to give the company a fair profit with the lower rates and expanded service, the transportation trend of a decade will have been reversed, in one city at least.

Other cities throughout the nation will be watching.

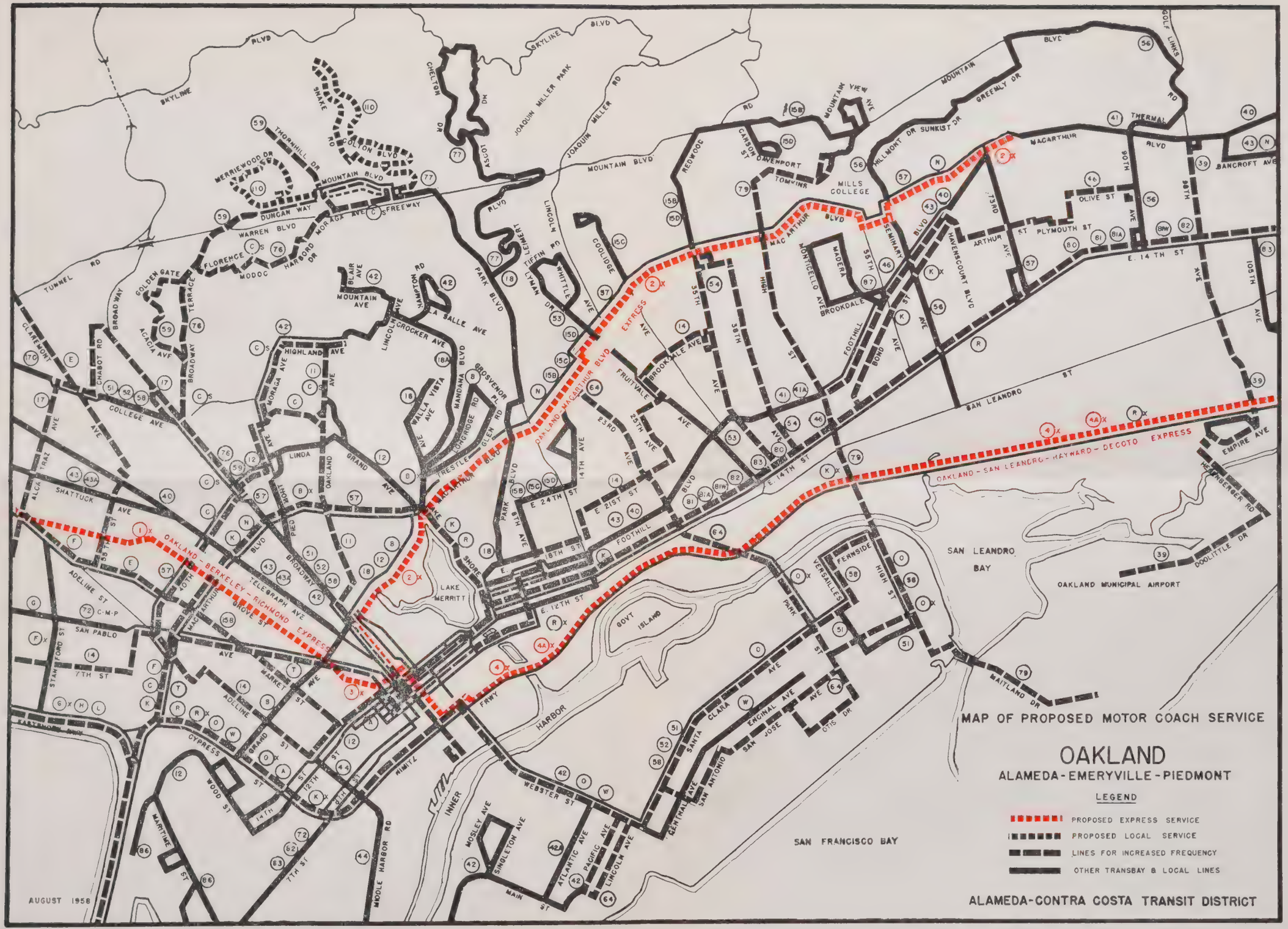
Public transportation agencies that have struggled so desperately with the problems of declining traffic and rising costs since the peak business of World War II will be skeptical. Many public officials will be fearful of the public subsidy feature and will point out that even a temporary subsidy might become habit-forming.

But it seems reasonable to expect that as the traffic jams grow more serious and the difficulties and expense of downtown driving in big cities grow greater, a turning point must come.

Downtown Shopper Mall Proposed at Columbus

COLUMBUS (Ohio) — Establishment of an exclusive bus lane this Spring on a main thoroughfare is a highlight of a plan to make an eight-block section in the heart of Columbus' downtown area into a shoppers' mall.

The plan, to take five years to complete, features the banning of all private automobiles from the proposed mall area. Shoppers would be transported by buses.



TRANSIT ROUTES—Map shows service proposed by engineering consultants for Alameda, Emeryville, Oakland and Piedmont. Routes and operating frequencies are being reviewed for suggested changes and improvements by more than 100 East Bay organizations before the transit plan is revised for a new bond issue.

Transit District to Consider Electric Trolley Bus Service in Revised Engineer Study

An engineering study to determine the economic feasibility or desirability of operating electric trolley buses in addition to diesel buses has been authorized by the district Board of Directors.

Up to $1,000 was approved for the study following a suggestion by Director J. Howard Arnold that the District should convert and operate about 80 per cent of the route miles now covered by Key System with electric trolley coaches.

Arnold proposed that approximately 300 used trolley buses could be acquired by convincing a major corporation to buy the buses and then sell them to the District on a lease-purchase basis. This, he said, could be a way of getting into the transit business without the need of a bond issue.

Since the District was formed in 1956, however, the Board of Directors has held to the policy that the District should get into operation only by way of a bond issue, thus giving residents the opportunity of voting on the transit program.

In earlier reports, General Manager John R. Worthington has indicated the various cities in the District may oppose overhead wire installation above their streets necessary for electric trolley operation. Worthington also indicated a system of electric trolley buses would be more expensive than an all-diesel bus operation, and would not be as feasible.

Legislature Gives Approval To Changes in Transit Law; Bill Waits Governor Signing

The State Legislature has stamped final approval on a bill revamping the law governing the Transit District.

The Assembly concurred unanimously with technical amendments made by the Senate. The measuare was sponsored in the Senate—where it also was unanimously approved—by Senators George Miller of Martinez and John W. Holmdahl of Oakland.

The bill, known as AB 752 and introduced by Assemblyman Jerome Waldie of Antioch, is awaiting signature by the governor.

Principal points in the measure are as follows:

- **Permits establishment of a special transit service zone within the Transit District. A bond issue to finance equipment would be presented only within this area.**
- **Makes it easier for areas of Contra Costa County to totally withdraw from the District.**
- **Provides for the issuance of general obligation and revenue bonds in special service zones upon approval by a majority of voters.**

Upon passage of the legislation, Robert K. Barber, district president, commended legislative delegations from both East Bay counties for their "prompt and decisive" action in securing the changes in the law.

"It was only because of the united action by legislators from both counties that the desired amendments were approved by the Legislature," he said.

Board of Directors Standing Committees Appointed

Standing committees of the Board of Directors were appointed by President Robert K. Barber as follows:

Finance — Directors John McDonnell, chairman, and William J. Bettencourt and Robert M. Copeland.

Program Planning—Directors Paul E. Deadrich, chairman, and J. Howard Arnold and Barber.

Administration—Directors Bettencourt, chairman, and Barber and McDonnell.

Public Information — Directors Copeland, chairman, and William H. Coburn, Jr., and Deadrich.

TRANSIT BOTTLENECK—With abandonment of transbay Key System trains, former rail right-of-way between Broadway and Howe Street at 40th Street has developed into a transit bottleneck, requiring buses to detour via 41st Street. City street improvement project will provide for widening the right-of-way to four lanes as indicated by broken lines in photo. Remainder of 40th Street between Broadway and Yerba Buena Avenue will be repaved and also widened to four lanes for fast, cross-town artery.

New Street Work to Help Speed Transit

Early widening and other improvements on 40th Street are being planned by the City of Oakland to help speed mass transit between North Oakland and the West Oakland industrial areas as well as San Francisco.

Bids for a contract to widen and improve the cross-town arterial between Broadway and Yerba Buena Avenue soon will be awarded.

The project will cost an estimated $400,000, according to City Engineer John A. Morin,and is part of a track removal-land trade agreement between the city and Key System Transit Lines.

The city will pay for removal of the old Key tracks on 40th Street as part of the improvement project.

In return, Key has given the city the transit right-of-way between Broadway and Howe Street for future continuation of the 40th Street artery to Howe Street.

The new four-lane divided roadway with stacking lanes for cars turning at intersecting streets is expected to substantially improve travel time on transit routes using the thoroughfare.

Widening of the transit right-of-way between Broadway and Howe Street into a four-lane street is not expected to be completed until next year.

The unpaved right-of-way, formerly used by transbay trains, has become a transit bottleneck, requiring buses to detour to 41st Street. The grade on 40th Street between Broadway and Howe Street is considered too steep for both buses and fast, arterial use by autos.

ACTIONS OF THE BOARD

At its regular meeting April 1, 1959, the Board of Directors:

• Heard a report by the General Manager on the status of current bills in the Legislature affecting the Transit District. (Details, Page 6.)

• Received a report from the General Manager that a majority of the homeowners in the Trestle Glen district are satisfied with the present transit bus routing in their area, according to results obtained in a recent opinion survey.

• Heard a report by the General Manager on new models of city transit coaches soon to be in production.

• Received a report from Director Deadrich, chairman of Committee on Program Planning, that recommendations concerning additional engineering studies should be forthcoming in May.

• Approved salary increases for clerk-stenographer, secretary and legal secretary, on motion of Vice President Bettencourt.

• Authorized General Manager to attend regional conference of American Transit Association in Vancouver, B.C., May 4, 5, and 6, on motion of Vice President Bettencourt.

• Authorized directors so desiring to attend the Vancouver meeting, on motion of Director Arnold.

• Adopted statement of policy governing purchases of supplies and equipment, on motion of Vice President Bettencourt.

• Referred to Committee on Program Planning a proposal by Director Arnold to include operation of electric trolley buses in district transit plan, and authorized up to $1,000 for engineering studies, on motion of Vice President Bettencourt. (Details, Page 6.)

Off-Street Terminal Considered For Berkeley

Transit improvements for the Berkeley area currently under review by the Berkeley Planning Commission include establishing an off-street transit terminal in the downtown area.

In a recent appearance before the Berkeley City Council, Transit Director William J. Coburn said that selection of location for the terminal should be a joint effort on the part of the city, merchants, transit district and other interested organizations.

The terminal would contain several miscellaneous shops and business firms associated with a terminal operation in addition to such conveniences as a waiting room and parcel lockers, Coburn informed the Council.

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ALAMEDA-CONTRA COSTA TRANSIT DISTRICT — ACT — FOR THE GOOD OF YOUR COMMUNITY

Volume 2 Number 1 — OAKLAND, MAY 1959

MAY 27 1959

Board Votes to Form Initial Operation Zone, Authorizes New Transit Study

Service Boundary to Exclude Most of Contra Costa County; Hearing Called for May 25

Most of Contra Costa County is to be excluded from the initial operations area of the Transit District under a new district board action.

The board of directors voted at a special meeting April 28 to establish a special service zone within the district boundaries.

The directors—taking their lead from the voting on a bond issue to set up the transit system last November—elected to exclude all except El Cerrito and Kensington from the operational area in Contra Costa County.

The zone will include all of Alameda County within the district boundaries except a 22 square mile agricultural district in the vicinity of Upper San Leandro Reservoir northeast of Castro Valley. (See map, Page 4.)

Only 43 per cent of the voters in Contra Costa County favored the transit bonds last November as compared to about 62 per cent in Alameda County.

In view of the result of the election, the district successfully sought legislation effecting changes in the Transit District law that permits exclusion of areas from its operating district. Once the district is in

(Continued on Page 5)

District Engineering Plan To Be Revised Following Extensive Public Review

Funds not to exceed $20,000 have been appropriated by the Transit District Board of Districts to substantially revise district engineering plans.

Engineering consultants De Leuw Cather & Company will be employed by the District to revise the plan following an extensive review by the public of the initial transit plan prepared by the consultants last August.

Route changes and methods of financing the purchase of equipment will be studied, as well as needs for the new service area presently being established.

Suggested changes in the initial transit plan as recommended by the more than 100 East Bay municipal and civic organizations currently studying the plan will be fully considered in the revised study, according to Robert K. Barber, district president.

Barber said that the transit plan will be substantially revised after the comments and suggestions have been received from the public, and that the new bond issue proposals should be completed this summer.

No date for a bond election has yet been set by the transit board.

An Editorial

Will of the People

RELUCTANTLY and with some misgiving Directors of the Alameda-Contra Costa Transit District are preparing to drop most of Contra Costa County from the District's initial operation area.

Coming at a turbulent time in the Topsy-like growth of the two East Bay counties—and at a time when the voice of the Freeway Revolt is beginning to be heard—this decision by the Directors would appear almost ludicrous were it not for the gravity of our complex transportation problems and the environment in which the decision was made.

Within the short span of 18 years, the number of people making their home in Contra Costa County has more than tripled—from 100,450 in 1940 to some 376,000 today. And within almost as many years, the population is expected to increase nearly three times again.

This phenomenal growth has spurred the development of freeway planning that could represent a highway investment in Contra Costa County over the next two decades approaching $400,000,000. These fast, new roadways, however, are not expected to carry the full anticipated traffic load. Public transit must shoulder a share of the transportation burden, according to highway engineers, if our roadways and downtown districts are not to become hopelessly mired in traffic entanglement.

Yet, the people of Contra Costa County have spoken. Sixty per cent of Contra Costans voting on the transit bonds last November opposed the measure.

A fairly good case probably could be made that a majority of these same bond and tax-weary voters would oppose just as conclusively any total exclusion from the Transit District. But conjecture, however reasonable it may appear, is hard pressed for defense beside the numerical certainty of ballot box scoring.

By restricting the area of initial operation, Directors believe they are nearing a reasonable compromise. Later, when the District has demonstrated financial success in providing mass transit service, Contra Costans could petition for extended operations into their area as they desired.

This decision by the Directors, as we said, would appear almost ludicrous in face of area development and growth. But viewed from another perspective, this decision primarily represents a considered attempt on the part of the Board of Directors to fulfill its first responsibility—that of giving full recognition to the majority will of the people.

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Worthington Singles Out Traffic Congestion As the No. 1 Menace to Downtown Survival

"A city is known by the transit it keeps," John R. Worthington, Transit District general manager, told a recent meeting of East Bay urban planners.

"Within the next decade or so this truism will have worked to strangle the very economic life of our East Bay cities unless we take action to keep better transit now," he said.

Worthington, whose experience in the public transit field extends back more than 40 years, told a meeting of the Citizens Urban Renewal Advisory Committee in Richmond that traffic congestion is the "number one menace that today is threatening the survival of downtown business."

J. R. Worthington

"Most all traffic and planning experts are in agreement that a satisfactory solution cannot be reached by highways alone," he said.

The real answer must ultimately lie in a comprehensive urban transportation plan for the East Bay, inter-relating streets and freeways and mass transportation, Worthington said.

"There must be an integrated transportation system coordinating our freeways and mass transit facilities or the freeways will destroy the cities they were meant to serve, their productivity and the traffic revenues therefrom," he said.

The transit official said that growth along planned, orderly lines, best suited for maximum economic development and ideal metropolitan living will eventually demand that the Richmond area become a part of the Alameda-Contra Costa Transit District.

"During the 20 years between 1936 and 1956 the population of the East Bay doubled," he said. "But the amount of transit service remained about the same or was even curtailed."

As a result, Worthington pointed out, public transit riding habits in the East Bay have shrunk to almost the lowest of any major metropolitan area in the entire nation.

"We dare not allow this diminishing relationship to continue unless we are willing to push upon our downtown centers the blight of economic isolation," he said.

Unless the people of the area and their community leaders take action now to improve our public transportation facilities, this is the consequence that most assuredly lies ahead," he said.

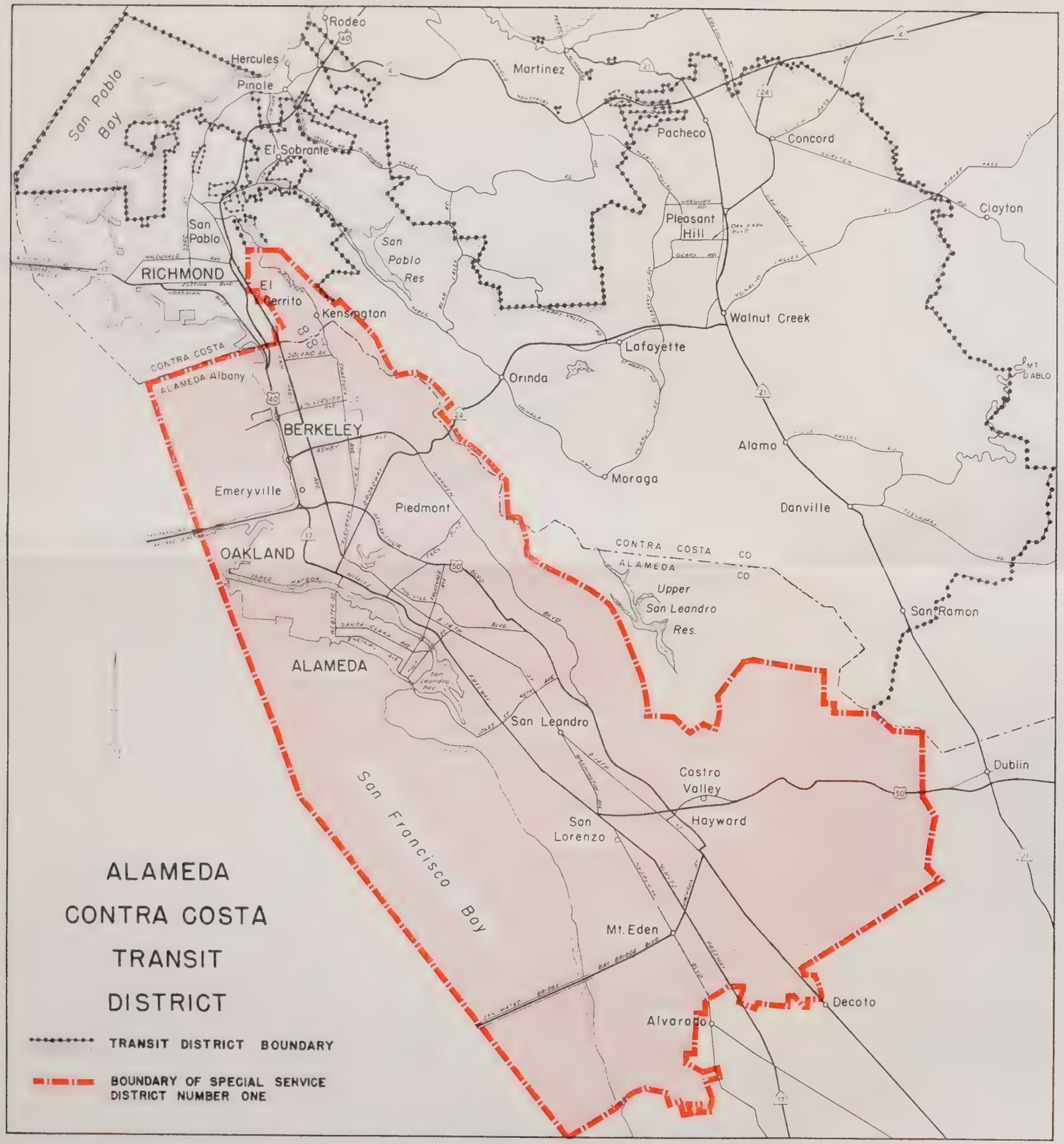
Key to Stop City Franchise Payments

Key System Transit Lines has served notice it will no longer pay city franchise taxes amounting to about $156,000 a year in nine East Bay cities served by the company.

First formal notice of the firm's new policy was dispatched to the City of Alameda which last year received $9,828 in franchise payments.

The transit company is taking the position it operates by certification by the State Public Utilities Commission and therefore cannot be required to pay franchise taxes to individual cities.

Cities affected include Alameda, Albany, Berkeley, El Cerrito, Emeryville, Hayward, Oakland, Piedmont and Richmond.



Areas Outside Operations Zone to Keep Voting Right

(Continued from Page 1)

operation, service could be extended to other parts of the district as the public desired.

"Establishing this special service zone is necessary in order to fix our operational boundaries and proceed immediately with the planning for our next bond measure," Robert K. Barber, president, told the board.

Formation of the special zone will be given a public hearing at 8 p.m. Monday, May 25 in the supervisors chambers of the Alameda County courthouse in Oakland.

After the hearing, directors can declare the zone formed, unless a city, or county, acting for the unincorporated area, objects. If such a governmental body opposes formation of the special zone it can force an election within its boundaries on whether it would be included.

Basic purpose of the special service zone is to continue the present district intact but to provide transit facilities only for areas desiring the service at the present time.

Areas within the district but outside the operations zone would retain the right to vote for election of directors, and would be subject to a tax limited to 1 cent. Monies from this source would be used to finance continuing studies as to changing needs of the district and thus facilitate extensions of service in the future.

General Manager John R. Worthington emphasized that the ultimate aim of providing adequate transit service for the two counties requires the acquistion of routes, equipment, personnel and terminals. The contemplated five-county rapid transit system will not provide the two East Bay counties with a solution to its immediate transit problems ,and many of its long-range problems, he added.

"Ultimately most, or all, of Contra Cost County will want to come into the district due to geographical factors and population growth," Worthington said. "Therefore, I feel the 1 cent tax is not unreasonable or excessive in view of the plan for continuing district-wide studies and retention of the right to vote for district directors."

Community Officials Are Urged to Share Responsibility for Local Transit Planning

"Traffic congestion which threatens to grow progressively wore, affects everyone in the community. It is a community-wide problem. Its solution is a responsibility that must be shared by community leaders."

This was the keynote of an address by George M. Taylor, administrative officer of the Transit District, before a recent meeting of the Alameda Kiwanis Club.

It is incumbent on elected city officials and other civic leaders to help shape transit planning for their cities, Taylor said.

"Traffic congestion is becoming the East Bay's primary problem, and its solution must represent the best interests of each of the East Bay cities, including Alameda," Taylor said.

"Eventually, parking spaces will be in such short supply, freeways and thoroughfares will be so intensely congested, and so much tax money will have been expended without remedying the basic ill, that the public will demand that improved transit be provided," he said.

Taylor pointed out a substantially revised plan to provide the East Bay with a public transit operation that more of its citizens will ride is now under study and is expected to be completed in the next three months.

"In addition to the engineering studies which go into such a revision, we are seeking the assistance of city officials, civic, business, and industrial, property owners and taxpayers' association—over 100 in all—to help draft the revised plan.

"Municipal governments are beginning to weigh and to understand the economic advantages of encouraging mass movement of passengers in central city areas. It is to be hoped that they will follow through with what is required," Taylor said.

Missile Firm Discloses Plan to Build Monorail

Los Angeles—A company that has concentrated on building missiles and supersonic airplanes, plans to build a mile-long monorail train in Seattle.

The four-car train would operate at 60 miles an hour from downtown Seattle to the site of the proposed Century 21 Exposition in 1961.

The cars, shaped like inverted U's, would straddle the tracks. T-shaped structures would support the tracks 20 feet above the ground. Time for a one-way exposition ride: 93 seconds.

Lockheed Aircraft Corp. was named by the Seattle Transit Commission as prime contractor to produce the system. The monorail line, a fair exhibit, will be torn down at the fair's conclusion.

Residents Dissatisfied With Public Transit According to Results of Alameda Survey

Public transportation was one of the most frequently mentioned community services needing improvement in a recent survey conducted by the Alameda Junior Chamber of Commerce.

Returns from a four-page questionnaire sent to one of every 35 homes in the city showed that 85 per cent of Alameda's residents are well satisfied with their city.

Survey recipients rated Alameda good on all but six of the 130 points covered, according to Donald Bruzzone, chairman of the Jaycee community survey committee.

Almost everyone checked one or more items needing improvement, an initial analysis of the survey disclosed. Among those most frequently mentioned were public transportation and traffic congestion at the Posey Tube.

What the Editors Are Saying About Transit

'Year of Freeway Revolt' Stirs Need for Reappraisal

Reprinted from the Tulare (Calif.) Advance Register:

THE YEAR 1959 may go down in history as the time that the cities launched the Revolt Against the Freeways.

There have been minor battles at the barricades before, of course. In almost every instance where state highway engineers have decided to uproot sections of towns or build view blocking freeways through cities, local indignation has been aroused to varying degrees.

The big revolt against engineers' ultimatums to the people who must live with the engineers' completed works has been growing steadily. It hit the headlines a few weeks ago with an explosion heard from one end of the state to the other when the City and County of San Francisco bluntly and emphatically told the engineers to go fry their fish elsewhere.

San Francisco vetoed state plans for seven freeways to cost several tens of millions of dollars but which would have made a glaring jigsaw puzzle of its landscape. In doing so, San Francisco was not turning thumbs down on freeways per se but was vociferously rejecting the unsightly structures and some of the routing ideas that were offered.

Now Sacramento is waging a similar battle. The *Sacramento Bee* editorially condemns freeways for that city unless "the design guards against civic disfigurement and when they conform to a careful plan to preserve all major municipal values." Otherwise, it contends, "the gargantuan defacement accepted today" may appear "prodigal and stupid tomorrow."

The paper adds: "Court action has been instituted in Oakland to save 1,768 homes and 118 businesses in the path of a proposed freeway. There have been similar objections to freeway practices in Butte County and Santa Clara County."

The *New York Times,* after making a comprehensive survey, reports cities everywhere taking a second, questioning look at the freways which they fondly embraced as a solution for urban transport problems. A *Times* reporter, Harrison E. Salisbury, after visiting Los Angeles, wrote: "I have seen The Future—and it doesn't work."

Despite its many miles and piled up layers of freeways, he says, an automobile cannot cross Los Angeles at the peak hour today any faster than a horse and buggy could cross it in 1900. And the system cannot work, he says, because freeways and parking areas devour scarce and valuable downtown property at a greedy rate that inevitably obliterates downtown.

Evidently, we have another of those agonizing reappraisals to face.

Freeway Bus Lines In L. A. Gain Popularity

LOS ANGELES — Patronage on the new Freeway Flyer express bus lines continues to increase with the growth in popularity of the high-speed transit routes.

A report recently by the Los Angeles Metropolitan Transit Authority said that the number of passengers on the West Valley Freeway Flyer, for example, increased nearly three times during the first seven months of operation.

ACTIONS OF THE BOARD

At a special meeting on April 28, 1959, the Board of Directors:

• Adopted a resolution creating Special Transit Service District No. 1, on motion of Director Deadrich. (Details, Page 1.)

• Called a special hearing on creation of Special Transit Service District No. 1 for May 25 at 8 p.m. in supervisors chambers of Alameda County Court House, Oakland, on motion of Director Deadrich.

• Heard from Director Deadrich, chairman of Committee on Program Planning, that a report on economic feasibility or desirability of electric trolley coach operation would be presented at regular board meeting June 3.

• Approved allocation of $20,000 to employ De Leuw Cather & Company to review and update district engineering studies, on motion of Director McDonnell. (Details, Page 1.)

* * *

At its regular meeting May 6, 1959, the Board of Directors:

• Instructed its attorney to return to the City of Walnut Creek a petition for exclusion from the District on grounds the petition was incorrectly prepared and did not conform with provisions of the law, on motion of Director Copeland.

• Decided to retain the position of administrative assistant during the interim it is to remain unfilled. on motion of Director McDonnell.

• Requested the Committee on Public Information, Director Copeland, chairman, to consider a schedule of public hearings on the district preliminary transit plan and report with recommendations at the regular June meeting, on motion of Director Deadrich.

• Referred to the Committee on Program Planning, Director Deadrich, chairman, for recommendation on the question of the District's initiating a scientific public opinion poll to determine public attitudes toward the District's transit program and the advisability of conducting a special transit bond election this fall, on motion of Director McDonnell.

• Adjourned meeting to May 25 at 8 p.m. for purposes of holding public hearing on creation of Special Service District No. 1, on motion of Director McDonnell.

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ALAMEDA-CONTRA COSTA TRANSIT DISTRICT — FOR THE GOOD OF YOUR COMMUNITY

Volume 2 Number 2 ✓ — OAKLAND, JUNE 1959

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Special Transit Bond Election Voted

Board Approves November 3 Election Date; New Studies To Consider Future High-Speed Local Rail Transit

The intention to hold a special transit bond election in November has been voted by directors of the Alameda-Contra Costa Transit District in a move to speed up development of a publicly owned transit system in the East Bay.

The board of directors, at its meeting this month, also decided to ask consulting engineers to study possible need for future rapid rail transit in the East Bay to be operated by the District.

The rail study was part of a new $25,000 contract agreement approved with De Leuw, Cather & Company, consulting engineers. Main part of the De Leuw study will be a major revision of the district's motor coach plan to serve as the basis for the November bond issue.

New Equipment Bonds

The engineers were instructed to consider an alternate bond proposal that would be used to buy entirely new operating equipment. In the preliminary plan, engineers recommended both the purchase of new "Transit Liner" motor coaches as well as some used buses from Key System Transit Lines.

Robert K. Barber, district president, said following approval of the contract:

"Our engineering studies, in addition to developing a final plan for motor coach operation, will also determine the future needs of high-speed local rapid transit that would be operated in the East Bay area by this District in addition to the regional lines operated by the five-county Bay Area Rapid Transit District.

"Rapid rail transit for local East Bay service is a phase of our long-range program that we are not directly confronted with today. But it should be given thorough consideration now so that we will be ready to proceed when local, high-speed rail transit can be economically justified in the near future."

Rail Transit Needed

John R. Worthington, general manager, said that unless the five-county rapid transit district makes "major changes in some of its routing, there are several areas of the East Bay where population density will both demand and justify additional high-speed local rail transit in the next five to 15 years."

The special bond election, tentatively scheduled for November 3, will be held in the District's new special operations zone. This zone includes most of Alameda County in the District, and El Cerrito and Kensington in Contra Costa County.

Several East Bay cities are considering special bond elections this fall, Worthington reported, including Oakland, Berkeley, Albany and El Cerrito.

"One or more of these issues could be consolidated with ours, representing not only a considerable saving to the taxpayer but at the same time helping to assure a larger voter turnout at the single election," he said.

District Requests Election Refund

Supervisors of Alameda and Contra Costa counties have been asked by the Transit District to return nearly $34,000 the District paid the counties as a share of last November's election costs.

Although bills from the counties were paid without protest earlier this year, it has since developed that two other special districts have not been paying for the same service.

John R. Worthington, district general manager, asked for cancellation of the charges and for refunds in letters to supervisors of both counties. Involved is $26,970 paid to Alameda County and $6,870 paid to Contra Costa County.

The District was billed and paid for a share of the costs of the November consolidated election at which transit directors were elected and a transit bond issue voted upon at the same time as state offices were filled.

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In letters to the supervisors, Worthington noted that both the East Bay Municipal Utility District and the East Bay Regional Park District have on numerous occasions consolidated their elections with the county and never paid for it.

Election provisions of the state laws under which the districts operate are essentially the same, according to Robert E. Nisbet, transit attorney.

Therefore, Worthington wrote, although the transit district board "sees no objection to the payment of a reasonable charge to the county for the handling of a consolidated election, it nevertheless must, in light of the circumstances" ask for a refund.

The request is presently pending before both boards of supervisors.

Riders, Revenues Increase On Santa Monica Buses

SANTA MONICA—An increase in both passengers and gross revenue has been reported for the month of March by the Santa Monica Municipal Bus Lines.

Net profit for the month was $20,803, after all expenses including depreciation, as compared to a profit of only $3,054 for March last year.

Number of passengers carried was 1,071,634 as compared to 989,345 for the same month last year, despite an increase in fares granted last July.

More Information

The District can make available speakers and a 20-minute color film on transit to interested organizations. A note or phone call to the District also will place your name on the mailing list for *Transit Times* if you are not already regularly receiving the monthly newsletter.

Engineers Complete Study On Electric Trolley Coaches, Find Costs Excessive

A special engineering study has found that electric trolley coach operation is more expensive than a similar service provided by diesel motor coach.

Consultants De Leuw, Cather & Company, at the conclusion of a $1,000 survey, reported:

"Our studies clearly show that there is no economy in the operation of trolley coaches under the conditions prevailing within the Alameda-Contra Costa Transit District.

"The additional cost required to operate 16 lines with trolley coaches as opposed to diesel coaches is estimated at over $1,000,000 a year."

The special study was requested by the Board of Directors following a suggestion several months ago by Director J. Howard Arnold that the District should convert and operate about 80 per cent of the route miles now covered by Key System Transit Lines with electric trolley coaches.

The DeLeuw study estimated that initial capital costs to operate 110 miles of trackless trolleys on the heavily used lines would require an additional $11,300,000 above the initial outlay required for a similar motor coach operation. Most of the additional expense was attributed to construction of the overhead wire system and substations.

Many cities are gradually replacing trolley coaches, and some have eliminated them entirely because of the heavier financial burden, the enginering report stated.

Findings of the report have been referred to the Committee on Program Planning for study and recommendation at a meeting of the Board of Directors June 17.

Local Hayward Service To Be Doubled

Twice the amount of existing local transit service is planned for the Hayward area by the Alameda-Contra Costa Transit District.

George M. Taylor, district administrative officer, told a meeting of the Hayward Lions Club recently that district engineers have recommended four new local lines connecting surrounding residential area with the downtown Hayward business district.

Population in Hayward has increased more than 350 per cent in last eight years, Taylor reported. "Yet, despite this spectacular gain, no satisfactory local transit service exists in these many new residential districts."

"We consider it an utmost necessity to inaugurate new lines into these areas," he said, noting that Southern Alameda County is getting twice as many tract homes this year as last year at this time.

Some 25 miles of new local transit routes would serve the residential areas of Palma Ceia Village, Schafer Park, Huntwood Manor, Tennyson Gardens, Warren Park and San Lorenzo Village.

The new lines would provide direct service to the Alameda County office building on Winton Avenue, the site of the proposed Hayward City Hall and Auditorium, and Tennyson High School.

Additional new inter-city express lines would provide faster and more convenient service among the several Southern Alameda County communities.

Special Report

Parking Your Employees Takes Money Away From Profits

Adequate Public Transit Could Reduce Financial Burden Of Free Auto Lots

A major consideration in the location of industry is plant accessibility to employees who daily must travel to and from their jobs.

Reprinted below, in part, is an address delivered recently by John R. Worthington, general manager of the Transit District, before the annual meeting of the Berkeley Manufacturers Association. Its title: "Industry Has a Big Stake in Transit."

I am sure that for most businessmen the kind and quality of transportation available to and used by your employees are your every-day concern.

It cannot be otherwise because the efficiency of your operations is so closely and so inseparably linked with employee transportation.

Tardiness, absenteeism, and low efficiency, all reflected on the wrong side of the profit and loss account, are an inevitable result of inadequate or the wrong kind of employee transportation.

A survey conducted among employees of several industrial firms in West Berkeley a number of months ago disclosed the rather startling fact that only three per cent of these wage earners traveled to work by public transportation. About 75 per cent drove their own cars and the remainder were members of car pools.

Wrong Kind of Transportation

Driving to and from work in private automobiles is the wrong kind of transportation for many employees, who have convenient access to public transit facilities serving your business establishments or who *would* have convenient acceess to public transit *if* these facilities were provided.

Not only is driving to and from work a needless expense for employees, it also subjects them to the delays and hazards of the peak periods of street traffic congestion.

It's an economic waste of major proportions, both for them and for the general public, inasmuch as the average rate of

occupancy is only 1.47 passengers per automobile at a time when street space for moving people is at a premium.

But that is only a part of the picture.

For employers, even those with relatively small payrolls, there is constantly increasing pressure for the establishment or expansion of free parking lots for employees. This applies not just for those who do not have convenient access to public transit, but also for those who could use transit facilities, but do not choose to do so.

A Heavy Cost Burden

Employee parking lots may be free for employees, but they are a heavy cost burden to management and stockholders who are attempting to earn a fair return on invested capital.

First of all, parking lots occupy real estate that otherwise would be available for productive operations. Of themselves, parking lots do not contribute measurably to plant production or to employee productivity.

The major item of cost, of course, is the land, whether it is purchased specifically for parking purposes, or is taken from holdings acquired for future plant or office expansion. Other costs include grading, drainage, lighting, fencing, entrances and exits, signing and space markings. These costs may also include substantial payments in settlement of personal injury or personal property damage or loss claims.

Research indicates that land cost (or evaluation) for employee parking lots approximates $1.25 per square foot, except in high land value areas where the cost may soar to a maximum of $30 to $35 a square foot.

Each parking space requires 300 to 350 square feet of land. The land cost alone, therefore, runs to $375 or $440 per space.

To this must be added approximatetly $300 per space for improvements to adapt the land for parking purposes, plus operating expenses and annual taxes of some $45 per space.

Thus a free parking lot for only 200 employee-owned cars requires an investment of about $145,000 and annual operating costs of $9,000. A 1,000 car lot costs about $725,000 and imposes annual operating costs of $45,000.

Workers Could Take Home $300 More A Year Riding Improved Public Transit In Place Of Autos

Driving To Work Is Costly

Certainly no progressive-minded corporation and no progressive-minded individual would contend that employees should not own and drive automobiles, but it is economically wasteful for employers, for employees, and for the general public to provide costly inductments for empolyees to drive to and from work when they *could* have easy access to good public transit.

How economically wasteful it is for employees alone is disclosed by research studies. An employee, who uses public transit 250 days a year instead of driving to and from work, will save more than $300 in transportation costs, not including any expenditures for parking. This saving, compounded annually at three per cent, would total $11,000 in 25 years.

Public Transit Is Safer

Furthermore, driving to and from work in rush hours is not only much more hazardous than going by bus, it is also a most inefficient use of street space at the times when this space should be used at its maximum capacity.

Research data indicate that it is six times as safe to travel by bus as by private automobile during rush hour periods, and that buses are *six* to *seven* times as *efficient* in the use of street space.

What the Editors Are Saying About Transit

Urban Buses Must Be Speeded Up To Win Riders

Reprinted from *The West Frankfort (Ill.) American:*

THE MASS transportation problem is not limited to the railroads. A survey shows that 13 urban bus companies went out of business last year. They couldn't compete with the comfort and convenience of the private car.

The auto not only takes passengers from the buses but its constantly increasing numbers, by creating still more congestion, make the buses less satisfactory for their remaining riders.

Metropolitan areas need both local mass transit and intercity railroad trains. Threatened loss of rail service has brought remedial action in some states, notably in New York. But comparatively little has been done about the deterioration of bus service.

To hold present riders and win back those who have wearied of the strain of driving twice a day through bumper-to-bumper traffic, bus movement must be speeded up. In Washington, for example, their average speed has been calculated at less than eight miles an hour, or about the speed at which horses and buggies moved a half century ago.

Several cities have tried to increase bus speed by reserving a lane for them in the direction of heaviest traffic flow. Where motorists are not penalized for encroaching on the bus lane, its usefulness has been limited. Where they are ticketed, it is reported to be working well.

Key Agrees On Part Of Track Removal

The remaining abandoned transbay train tracks will be removed from Oakland streets within two years, according to a recent agreement between Key System Transit Lines and the City of Oakland.

Discussions are still underway, however, on the removal of tracks in Berkeley.

First Oakland project will be on Grand Avenue between Telegraph and Rand Avenues, estimated to cost $100,000.

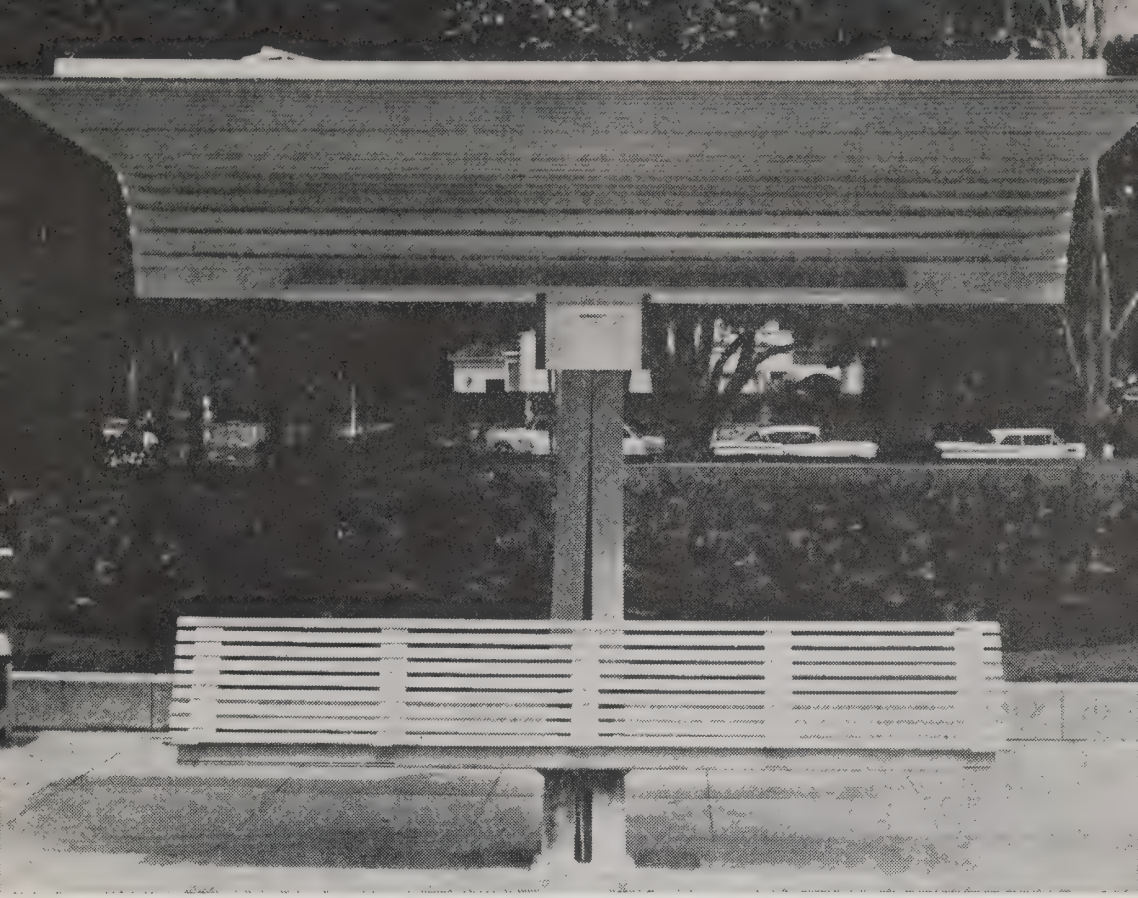
Other tracks remaining are on Lakeshore Avenue between Rand and Wesley Avenues, 12th Street between Poplar and Jefferson Streets, and portions of Piedmont Avenue, Claremont Avenue and 55th Street.

Tracks already have been removed on 12th Street between Oak and Jefferson Streets and a section of Grand Avenue. A right-of-way trade between Key and the city led to the removal of tracks on 40th Street which is currently underway.

The entire removal program, which initially was estimated to cost a total of $750,000, is expected to be completed by April, 1961.

In Berkeley, the transit company has turned over $30,000 to pay the cost of removing tracks on Shattuck Avenue between University and Durant Avenues. But discussions are still underway for the remainder of the program on Sutter Street between Rose Street and The Alameda through the Northbrae Tunnel; Shattuck Avenue between Rose and Ward Streets; Adeline Street south of Ashby Avenue, and Claremont Avenue between Ashby and College Avenues.

Estimated cost of the Berkeley project is $150,000.



UNIQUE BUS STOP SHELTER—A new bus stop shelter recently installed in Beverly Hills is one of several designs under consideration by Alameda-Contra Costa Transit District for use in East Bay area. The shelter is fabricated completely of aluminum and is illuminated at night. Its open construction offers a minimum of obstruction to view in all directions.

Public Favorable To New Bus Stop Shelter

A newly designed bus stop shelter has been installed in the City of Beverly Hills as part of a program to increase the attractiveness of public transit riding.

The Beverly Hills model is one of several being studied by the Alameda-Contra Costa Transit District for possible use in the East Bay area.

Designed as part of a city-sponsored contest by a University of Southern California student, the shelter is all-aluminum, and is approximately eight feet wide and twelve feet long. A ten-foot bench will comfortably seat six people.

A curved cantilivered roof protects waiting passengers from the weather, and an eight-foot-long fluorescent tube lights the shelter at night. Just beneath the tube is a bus schedule and map under a glass plate. Cost of the pilot Beverly Hills model was $1,300.

Public reaction to the shelter has been "very favorable," according to Harvey L. Hurlburt, assistant administrative officer for Beverly Hills.

Several East Bay organizations, including the San Lorenzo Village Homes Association, have expressed a desire to have bus stop shelters located at principal transfer and waiting points in their areas.

ACTIONS OF THE BOARD

At an adjourned regular meeting May 28, 1959, the Board of Directors:

• Conducted a public hearing on formation of Special Transit Service District No. 1, and hearing no objections, voted to create the special district, on motion of Director Bettencourt.

* * *

At its regular meeting June 3, 1959, the Board of Directors:

• Heard a report from Attorney Nisbet that petitions were on file from Concord City Council and Contra Costa County Board of Supervisors, requesting exclusion from the District of the City of Concord and unincorporated area of Contra Costa County with the exception of Kensington. The attorney said the Walnut Creek City Council will conduct a public hearing on a similar petition June 10.

• Instructed the attorney to prepare a resolution approving contract with De Leuw, Cather & Company for engineering studies to cost no more than $25,000, on motion of Director Copeland. (Details, Page 1.)

• Adopted a report of the Committee on Public Information, Director Copeland chairman, recommending that a proposed series of public hearings be postponed until after the District's final transit plan is prepared, on motion of Director Copeland.

• Adopted a report of the Committee on Program Planning, Director Deadrich chairman, recommending that no action be taken on a proposed public opinion survey, and that the Board declare its intention to hold a special bond election November 3, 1959, on motion of Director Copeland.

• Approved a resolution of intent to hold special bond election in Special Transit Service District No. 1 next November 3, on motion of Director Bettencourt. (Details, Page 1.)

• Adjourned meeting to June 17 at 8 p.m. for purposes of setting a public hearing date to consider petitions filed by Concord City Council and Contra Costa County Board of Supervisors requesting withdrawal of area from Transit District, on motion of Director McDonnell.

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ALAMEDA-CONTRA COSTA TRANSIT DISTRICT — ACT — FOR THE GOOD OF YOUR COMMUNITY

Volume 2 Number 3 — OAKLAND, JULY 1959

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Downtown In Danger

Transportation Expert Warns Against Apathy On Improving Public Transit

A do-nothing attitude toward public transit problems could prove disastrous to downtown areas.

Furthemore, projected freeway plans for Alameda and Contra Costa counties will cause "chaotic traffic congestion" unless accompanied by a comparable program of transit improvement.

These views were expressed recently by Charles E. De Leuw, president of De Leuw, Cather & Company of Chicago, and consultant to the Alameda-Contra Costa Transit District.

Freeways Not Enough

De Leuw, who addressed some 200 East Bay businessmen and civic officials at a public transit luncheon, declared:

"Thoughtful citizens in virtually all of the larger cities in the nation are concerned with the welfare of their central areas."

Studies have shown that accessibility to downtown areas is of fundamental importance, he said.

"Convenient access requires not only an adequate system of highways, effective traffic control and suitable parking facilities, but more important still—adequate public transit facilities," he said.

De Leuw, who has planned transportation systems for New York, Cleveland, St. Louis, Toronto and other large cities, noted that the East Bay presently lacks fast express service for long trips.

For this reason, he said, his firm has recommended five new express bus routes linking communities between El Cerrito and Decoto and utlizing freeways wherever possible.

New Express Lines

Express lines would help to alleviate congestion and would stimulate trade, thus contributing to "maintaining and developing the economic stability and influence" of downtown areas, De Leuw said.

"Unless it is made more accessible to more people, this stability and the promising hope for this area's future will be most seriously threatened."

The transit expert said that facilities for passengers transferring from local to express lines also are needed.

An integrated long haul-short haul system, together with more service and improved equipment, is the only way to stop the downward trend of transit patronage in the East Bay, now "next to the lowest in the nation," De Leuw said.

Sponsors of the public meeting were the Downtown Associations, Retail Merchants Association, Uptown Development Association and the Oakland Chamber of Commerce.

Castro Valley Proposes Shopper Buses

The possible operation of a special shoppers' shuttle bus in Castro Valley is being explored by engineers of the Transit District.

The special shopper bus line serving Castro Valley residential and business areas was suggested to the District by the Castro Valley Chamber of Commerce. The proposal was one of several recommended by the chamber following a review of the District's preliminary transit plan.

Alan L. Bingham, district public information manager, told a recent meeting of the Castro Valley Kiwanis Club that district engineering consultants "recognize the need for greater convenience in public transit serving East Bay business and shopping centers."

"The engineers, De Leuw Cather & Company, in drafting a final transit program for the District, are giving the idea of special shopper buses a great deal of attention," Bingham said.

"In some cities, for example, merchants validate free rides for public transit patrons just as they do for free auto parking privileges," he said.

A final transit plan for the District is expected to be completed this Summer, following an extensive review of the preliminary plan by more than 100 East Bay municipal and civic organizations.

Pennsylvania Legislature Backs Pittsburgh Transit Authority

HARRISBURG (Pa.) — The Pennsylvania House of Representatives has approved legislation to create a public transit authority in Pittsburgh and adjoining Allegheny County.

The newly-created Allegheny County Transit Authority is authorized by the legislation to purchase by negotiation or condemnation the 35 transit companies currently operating in the area.

The authority is expected to need up to $50,000,000 to acquire the companies and develop a centralized, coordinated transportation facility to serve the city and surrounding areas.

El Cerrito-Richmond Lines Undergo Study

Residents of El Cerrito will be provided through service to Richmond by the Transit District even though Richmond might remain outside of the District.

This possibility was disclosed by John R. Worthington, district general manager, in a recent appearance before the El Cerrito City Council.

The transit official said the District could operate mainline trunk service to Richmond if the service pays for itself.

Trunk Service Continued

He indicated this might be the case with respect to the No. 72 Richmond-Oakland line via San Pablo Avenue, and the L Richmond-San Francisco line.

"Most of the local lines serving Richmond do not support themseves, and we therefore could not operate them unless Richmond was a part of the District," Worthington said.

"But whatever may be the fate of transit in the Richmond area, we will make certain that residents of El Cerrito are provided the best and most convenient public transit services possible," he said.

Residents of Richmond and San Pablo voted themselves into the District when it was formed in 1956. But a subsequent court decision excluded the area from the District, holding that absentee ballots were improperly canvassed after the formation election.

District Aims For 1960 Operating Date; $458,925 'Activation' Budget Approved

Directors of the Transit District have adopted a budget of $458,925 which contemplates the District will be in actual transit business next year.

The 1959-60 financing will require an estimated tax levy of 2.8 cents per $100 assessed property valuation. The current year's rate is 1.4 cents.

John McDonnell

The total budget is about $189,000 higher than last year, but a carry-over of approximately $53,000 in unspent funds will mean that only $406,000 must be raised by taxes.

John McDonnell, chairman of the finance committee which made the budget proposal, noted that the only source of district revenue at the present time is the property tax levy.

"Once the District is in operation, however, we anticipate that revenues from fares will be sufficient to meet all of our costs," he said.

The budget increases were due mainly to preparations for actual commencement of transit operations.

These expenses include a reserve for election costs, $125,000; engineering studies, $40,000, and tax refund contingencies, $40,000. The last item is to meet requests for refunds from property owners in the cities of Richmond and San Pablo who were excluded from the District last year by court order.

"Minimum" Budget

McDonnell pointed out that the $125,000 in election costs can be recovered in the sale of bonds if a proposed district bond issue is passed by the voters this November. This could mean substantial savings in the budget next year.

"Even though the District needs considerably more funds than last year in order to get into actual operation, the budget has been held down to the minimum," McDonnell said.

Bay Farm Island Cites Transit Needs

Residents of Bay Farm Island have asked the Transit District to include in its plans additional service over what the area is now receiving.

Robert DeCelle, president of the Bay Farm Island Improvement League, noted in a report to the District that population is on the increase.

"Transportation facilities to Bay Farm Island could be worsened only by complete removal of the line" serving the community, DeCelle said.

While population has more than doubled, Bay Farm Island presently is without public transportation services on weekends, and the line serving the area stops operations on weekdays at 7 p.m., according to the Improvement League.

"In the near future we should like to submit to the (transit district) proposed changes that we feel would benefit not only the population of Bay Farm Island, but also the merchants in town," DeCelle said.

A meeting between District and Improvement League officials will be arranged for the near future to discuss ways service can be improved in the area, according to a report by John R. Worthington, general manager.

Special Report

Slumping Land Values Directly Affect Your Pocketbook

Value Of Property Threatened By Growing Traffic Congestion Crises; Improved Accessibility Held Essential

Wholesome land value is a vital mainstay to a prosperous and economically healthy community. Real estate values and their influence on the property tax base affect everyone in the city.

Reprinted below, in part, is an address delivered recently by William H. Coburn, Jr., a Director of the Transit District, before a meeting of the Berkeley Realty Board. Its title: "The Impact of Public Transit on Land Value."

Since the end of World War II, approximately two billion dollars has been invested in the East Bay in new industry and plant expansion. With this huge industrial expansion, which has similarly taken place throughout much of the West, has come one of the largest population migrations in the history of the country.

More than 1,250,000 people now live in the two East Bay counties. This represents about a 35 per cent increase in population since the end of the second World War.

W. H. Coburn, Jr.

We find that about 1,000 new residents are moving to Alameda County every month, and that by 1980, it is estimated *twice* as many people will be living in the East Bay as there are residing here today.

As is to be expected with this phenomenal growth in population, additional autos are pouring into our streets and freeways at a still greater pace.

No Room For The Private Car

There are about 1,300,000 autos in the Bay Area now—about one auto to every two people, on a state-wide average. Within 30 years, it is estimated there will be 3,500,000 autos in the Bay Area—almost *three times* as many as at the present time.

The State Division of Highways, in attempting to meet this relatively new problem of automania, proposes spending, for example, nearly $750,000,000 in Alameda and Contra Costa counties for new freeways during the next 20 years. This will buy approximately 400 miles of new freeways. Millions more will be spent for new and improved city streets and county roadways.

In Alameda County alone, about 3,500 acres of land will be removed from the tax rolls and devoted to these new freeways. This land area, lumped together, is equivalent to *half* the size of the *entire* city of Berkeley.

And yet, despite this accelerated program, highway engineers recognize that freeways and city streets will not be able to carry the number of vehicles anticipated in the next two decades.

In other words, it is vital that all of us recognize that Berkeley and her surrounding cities are fast approaching a congestion crisis.

Land Value Depends On Accessibility

The consequences of this crisis could be economically and socially disastrous to every resident, but they will be immediately and particularly felt in the field of real estate.

Property has little or no value for any purpose if it is not accessible to people, and its value increases in direct proportion to the number of people who have access to it and inducement to take advantage of that accessibility.

Today, real estate values, the property tax base and the health of our Bay Area communities are being threatened by congestion that grows worse with each passing day.

In downtown Los Angeles, for example, some two-thirds of the land area *already* is devoted to freeways, streets and off-street parking. One-third of the *entire* Los Angeles metropolitan area is devoted to vehicular transportation facilities.

Half of Berkeley Is Tax Free

Already in Berkeley, nearly *half* of the land area is either tax free or tax exempt and a *third* of this total is in freeways and city streets.

We of the Transit District are convinced that the only way we can protect our great East Bay metropolis from almost certain strangulation of its streets and larger arterials is to improve public transit to such an extent that it will begin to attract a larger portion of the traveling public to its services. To accomplish this, an entirely new approach to encourage transit riding is essential.

Nearly 1,200 Miles of Freeways and Transit

Area planning, as it stands today, will provide 400 miles of new freeways in the East Bay, 61 miles of interurban rail service between major centers of Alameda and Contra Costa counties and San Francisco, and approximately 700 miles of East Bay local and feeder service essential to augment and support of the regional rail system.

Proposed new express services in the East Bay and across the Bay Bridge are particularly important to the city of Berkeley. Of the 81 cities in the Bay Area, the most densely populated after San Francisco is Berkeley, with 11,879 persons to the square mile.

The city is still a bedroom for a great many commuters. During a single day in 1954, for example, 72,000 trips were made between Berkeley and Oakland and another 11,000 trips made between Berkeley and San Francisco.

In terms of wages and salaries, this meant that in 1954 the commuters that were included in these figures were bringing back into the Berkeley area an estimated $140,000,000 to pay local taxes and to stimulate the growth of local service and industry.

Commuters Deserve A Comfortable Ride

Commuters will play an ever-increasing role in the economic well-being of Berkeley and it is paramount that they be furnished fast and comfortable public transit service.

And with this integrated and vastly improved transportation program that is proposed for the East Bay will most assuredly come substantial increases in real estate values.

Adequate, coordinated public transit, therefore, is highly important to property owners, realtors, in fact, to every resident of the metropolitan area.

Union Transit Depot Urged For Oakland

Block-long Terminal To Serve Rails, Bus And Airlines; Other Transport Centers Seen For Hayward, Berkeley

A centralized transportation terminal is needed in the main Oakland business district to serve bus, rail and airline passengers.

Charles E. De Leuw of Chicago, a nationally-known transit expert, proposed a terminal occupying an entire city block or more.

Special ramps connecting the terminal with nearby freeways would serve express bus operations. Interurban rapid rail facilities would enter the terminal via a subway in the sub-basement area.

De Leuw forecast that no other single development would be of greater benefit to the central business district of Oakland. And, he said, the development of the city heart as a regional center for business, finance, commerce, culture and amusement is of importance to the entire East Bay metropolitan area.

A new concept of off-street transit terminals designed to serve all travel needs is called for today, the engineer said. It is needed both for the benefit of the traveling public and for the economic health of transportation systems.

He described a terminal that would serve local transit, high-speed interurban lines, motor bus-rail connections, intercity and intercontinental bus operations, airline buses and limousnes and airline, bus and railroad ticket offices. The terminal would be ringed with stores and shops and its interior devoted to such facilities as waiting rooms, parcel lockers and dining facilities.

De Leuw said he will recommend that the Transit District undertake early studies of off-street terminals in other East Bay cities as well. However, he indicated, he will not propose including terminal costs in the District's proposed bond issue next November. Financing of terminals should be worked out after more study, he said.

Transit Vital To Hayward Area Growth

The future development of Hayward as a major East Bay metropolitan city with a population of 215,000 residents will demand an extensive network of local transit services and interurban rapid transit lines.

Robert E. Nisbet, attorney-secretary of the Transit District, told a meeting of the Southern Alameda Rotary Club recently that by 1980 Hayward will have nearly two and a half times the number of residents as it has today.

The number of workers employed by business and industry in the city will increase from 18,500 to 69,400—a "staggering jump of nearly 400 per cent," the official added.

"No city the future size of Hayward can possibly fulfill its role as a major commercial center without a greatly expanded local as well as interurban transportation system," Nisbet said.

"There will be so many automobiles crowding for highway space and off-street parking stalls that the city would become one large street and parking lot unless adequate public transportation was provided."

"It is incumbent on the leaders of Southern Alameda County to begin planning now for the free and convenient movement of these large numbers of people of the future if the promising future of the city is not to be stifled," Nisbet said.

TRANSIT LUNCHEON—Nearly 200 East Bay civic and industrial leaders gather at a public luncheon in Oakland to hear an address by Charles E. De Leuw, nationally known transit expert of Chicago, entitled, "Public Transit and Your Metropolitan Survival." Robert K. Barber, president of the Alameda-Contra Costa Transit District, is shown in above photo extending appreciation to the many organizations and individuals supporting District efforts to revitalize and expand the function of public transit. Barber, in photo below, confers during luncheon with Robert E. Flynn, center, president of the Oakland Chamber of Commerce, and De Leuw, right.

ACTIONS OF THE BOARD

At an adjourned regular meeting June 17, 1959, the Board of Directors:

• Approved preliminary 1959-60 budget and scheduled consideration and adoption for regular meeting July 1, on motion of Director McDonnell. (Details, Page 3.)

• Adopted a report of the Committee on Program Planning, Director Deadrich, chairman, recommending against a district trolley coach operation, on motion of Director Deadrich.

• Approved contract agreement with De Leuw, Cather & Company for engineering services required to prepare final transit plan, on motion of Director Copeland.

• Scheduled a public hearing July 9, 8 p.m., Alameda County Court House, to consider petitions filed by Concord and Walnut Creek City Councils and Contra Costa County Board of Supervisors requesting withdrawal of area from Transit District, on motion of Vice President Bettencourt.

At its regular meeting July 1, 1959, the Board of Directors:

• Adopted 1959-60 budget, on motion of Director McDonnell.

• Adjourned meeting to July 9 at 8 p.m. to conduct public hearing on petitions concerning exclusion of portions of Contra Costa County from the District.

Transit Times

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Paul E. Deadrich	Ward V

More Information

The District can make available speakers and a 20-minute color film on transit to interested organizations. A note or phone call to the District also will place your name on the mailing list for *Transit Times* if you are not already regularly receiving the monthly newsletter.

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ALAMEDA-CONTRA COSTA TRANSIT DISTRICT — FOR THE GOOD OF YOUR COMMUNITY

Volume 2, Number 4 — OAKLAND, AUGUST 1959

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$24,000,000 PROJECT

New East Bay Transit Plan Complete; Express Network, New Buses Top List

B. W. Booker

Booker Appointed Transit Consultant

B. W. Booker, widely known Bay Area transportation expert and former assistant state highway engineer, has been appointed consultant to the Alameda-Contra Costa Transit District.

The appointment was approved this month by the Transit District Board of

(Continued on Page 7)

Engineers Recommend $16,500,000 Bond Issue To Finance New System

A $24,000,000 program to revitalize East Bay public transit with ultramodern buses, a network of fast express lines and more than 200 miles of new or improved local routes has been recommended by transit district consulting engineers.

Bulk of the financing would come from a bond issue of $16,500,000. District revenues would provide the remaining $7,500,000 to assist new equipment purchases.

The blueprint for a faster, more comfortable and attractive transit system was outlined to the district board of directors this month by Charles E. De Leuw, president of De Leuw, Cather & Company, consulting engineers.

De Leuw said the system will be self-supporting from district revenues, and will not require additional taxes. Income will be large enough to provide operating costs, funds to pay off the bonds, and necessary equipment and property renewals, he said.

Estimates of revenue are based on the

(Continued on Page 2)

Vast 700-mile Transit System to Include New Routes, Improved Service Frequency

(Continued from Page 1)

existing 20-cent token fare. The engineers recommended cutting the fare for children 12 years and under, however, to a straight 10 cents.

The district is planning a special transit bond election this October or November. Public approval of the bond issue is needed to put the district into business and replace Key System operations in the area.

Charles De Leuw

Highlights of the transit program, which involves a total of 700 route miles, are as follows:

1. Acquisition of 572 new city and suburban "Transit Liners"—many of them air-conditioned—including 296 to be purchased during the first two years of operation.

2. Establishment of five new express routes extending between El Cerrito in Contra Costa County and Decoto in Southern Alameda County. The 65 miles of new express lines would operate over freeways wherever possible.

Faster Service

3. Improvement of service frequency on approximately 170 miles of existing transit routes throughout the district.

4. Establishments of 55 miles of new local lines, principally in the areas of Hayward, Alameda and El Cerrito.

5. Acquisition of land and buildings presently used by the Key System for terminal and storage purposes in Emeryville, Richmond and East Oakland.

Other improvements include tightening schedules to provide for increased speeds; development of off-street passenger transit terminals in Oakland, Berkeley, and possibly San Leandro and Hayward; construction of passenger shelters at principal bus stops, and provision of all-day parking facilities for park-and-ride patrons at strategic points served by the express bus lines.

The terminals and parking facilities were not included in the bond issue because of the additional engineering studies that are needed, the engineers reported.

Largest single amount of the proposed bond issue would be $8,000,000 for the initial purchase of 296 new diesel buses.

Purchase Plan

Acquisition of 276 used buses to augment peak hour service during the first years of operation would run to about $2,800,000. These buses would be replaced by new buses out of district revenue under a planned renewal program begining with the third year of operations.

De Leuw told the transit board the planned acquisition of both new and used equipment at the outset of district operations would be the most logical and economical program for establishing the orderly change from private to public operation.

Any attempt to provide all new buses for the initial operation would be unbusinesslike and impractical, and in addition, would delay operation of the district and result in unnecessary tax subsidy, he said.

The printed De Leuw report will be delivered the end of this month. De Leuw said the plan contains numerous changes over his recommendations of a year ago. This is the result of suggestions received from public agencies and other East Bay organizations studying last year's preliminary plan, and the reduction in size of the district.

What the Editors Are Saying About Transit

Transit Must Be Integral Part of Roadway Planning

Reprinted from the *Sacramento Bee*

PASSAGE in the California Senate of a bill by Senator John F. McCarthy of Marin County calling for state construction of a $115,000,000 rapid transit tube between San Francisco and Oakland reveals an encouraging recognition that freeways cannot solve the whole traffic problem.

It is pertinent to the Bay Area's effort to further a rapid transit system to note that even planning firms that recommend freeways often make them contingent on a big step in mass transportation.

The De Leuw, Cather Company report which laid out a freeway system for the City and County of Sacramento stated experience has shown it is impossible to finance and build all the freeways needed for peak hours.

This report stated:

"In city after city, rush hour traffic on freeways designed for speed of 50 to 60 miles and hour – is lowed down to 20 or 30 miles an hour. Complete stoppages are not infrequent.

The report states further the estimated 1980 traffic for Sacramento, if based on that area's present meager use of public transit, would require the financing of freeways for which there would be "only partial economic justification."

Yet California and even the federal government have shown a tendency to race ahead with freeway construction with no effort to relate it to mass transit or other values.

The highway engineers are not to be blamed too much if they place their job of road building above all else. But the legislative bodies of the national government, the state and the cities are abdicating their responsibilities if they do not relate highway construction to the whole transportation picture and all community values to attain a fair balance.

To fail in finding this balance will mean the surrender of human, property and civic values to concrete without even solving the problem of mobility.

Work Started on Exhaust After-burners

DETROIT—Engineers of Chrysler Corp. and Thompson Ramo Woolridge, Inc., will work together to "bring to the production state" an automobile exhaust after-burner device intended to reduce unburned hydrocarbons and carbon monoxide gas in auto exhaust.

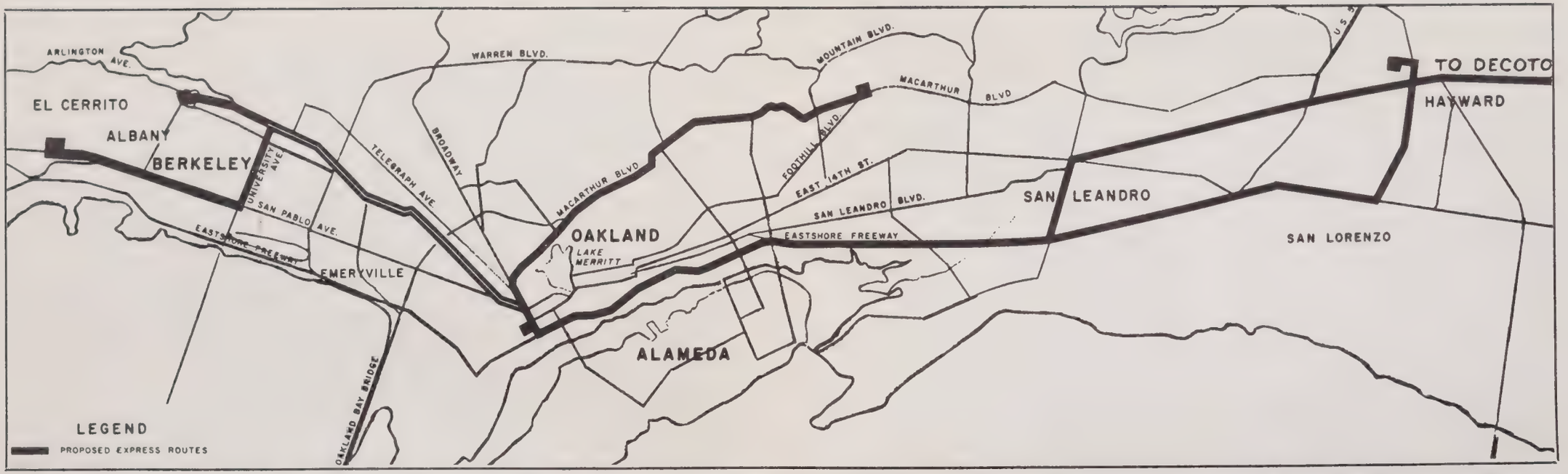
It is these unburned hydrocarbons, in combination with other gases, that are blamed for smog.

Thompson Ramo Woolridge engineers explained their after-burner device to Detroit auto engineers early this year. The company and Chrysler hope to reduce the cost, size and complexity of afterburners, and perfect them so they perform reliably for the life of a vehicle, with minimum need for service or parts.

Other smog-killing devices are also under study by Ford Motor Co. and General Motors Corp.

More Information

A note or phone call to the transit district will place your name on the mailing list for *Transit Times* if you are not already regularly receiving a copy of the monthly newsletter.



NEW EXPRESS LINES—Nearly 65 route miles of new rapid inter-city express bus lines proposed for East Bay area by engineers of Alameda-Contra Costa Transit District are shown on above map. Routes would utilize freeways where possible, and would serve as the nucleus for the first express network linking East communities together in the area's history. Travel time among several of the cities by public transit would be cut nearly in half.

New Express Lines To Sharply Reduce Travel Time By Transit

A fast express network of freeway bus routes is among the numerous transit improvements recommended for the East Bay area by consulting engineers of the Transit District.

The rapid inter-city express lines, as proposed by consultants this month, would extend from El Cerrito in the north to Decoto in Southern Alameda County.

The initial express system would operate over nearly 65 route miles, utilizing freeways wherever possible.

Travel time between the Oaffland Central Business District and neighboring communities would, in some instances, be sliced in half.

Public transit travel between Oakland and Hayward, for example, would be reduced from 70 to 37½ minutes. Between Oakland and San Leandro, travel time would be lowered from 35 to 23 minutes.

East Oakland Service

The express line between East Oakland and the Central Business District via MacArthur Boulevard would reduce time for the trip from 35th Avenue, for example, from 33½ to 17 minutes.

Express service between Oakland and Berkeley would involve a time reduction from 32 to 17½ minutes, and between Oakland and El Cerrito, from 34 to 28.

The new express lines were so designed as to save sufficient time to compete with the private auto.

The most serious deficiency in bus service presently offered is considered to be the almost complete lack of any reasonably fast service for long trips. For this reason, the express system was proposed by engineering consultants to provide the closest approach to truly rapid transit service immediately obtainable.

Other operational improvements recommended by the engineers include the following:

Increased Frequency

- Increase frequency of service on 19 existing transit lines, including the No. 11 Oakland Avenue, No. 14 Brookdale, No. 17 Alcatraz, No. 39 Brookfield Village, No. 46 Arthur-Olive, No. 53 Fruitvale, No. 54 35th-38th Avenues, No. 59/76 Montclair, No. 64 San Jose Avenue, No. 79 High Street, C-Piedmont, E-Claremont, H-Kensington, K-Havenscout, L-El Cerrito and Richmond, O-Alameda, R-Hayword and T-Treasure Island.
- Inaugurate seven new lines—four in the vicinity of Hayward and San Lorenzo Village, one in the Montclair section of Oakland, one linking Bay Farm Island and downtown Alameda, and another connecting El Cerrito business and residential areas.
- Extend peak hour service on Berkeley transbay "F" line along Spruce St. and Euclid Avenue, and extend Berkeley University Ave. line to the Berkeley Yacht Harbor.
- Re-route midday transbay service on El Cerrito-Richmond "L" line through Albany.

Retail Sales Profits Tied to Accessibility

Barber Stresses Necessity of Better Transit to Business; Merchants Warned of Growing Congestion, Less Parking

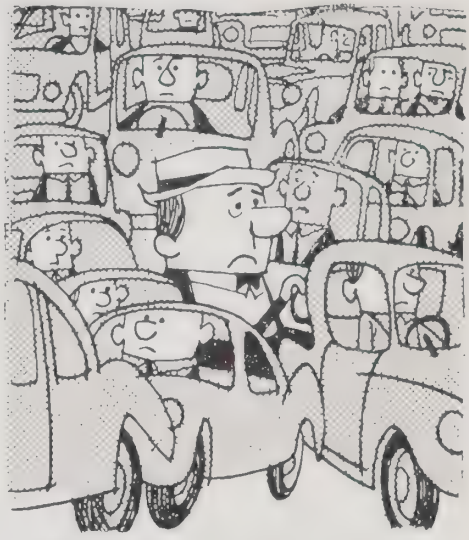
Businessmen are the first to be hit by the crippling effect of congested streets, insufficient parking and outmoded public transit.

Furthermore, profits will be squeezed still further as it becomes increasingly difficult for shoppers to patronize the main business districts.

These views were expressed by Robert K. Barber, president of the transit district, in a recent address before members of the El Cerrito Lions Club.

"I am sure that for most businessmen the kind and quality of transportation available to and used by your customers are your everyday concern," Barber said.

"It cannot be otherwise because the success of your operations is so closely and so inseparably linked with customer accessibility.



—Photo courtesy of Dayton City Transit Co.

Inadequate Transportation

"Congested streets, limited and inconvenient parking, and infrequent, crowded and stuffy buses, all reflected on the wrong side of the profit and loss account, are an inevitable result of inadequate or the wrong kind of customer transportation," he said.

Looking into the area's future, Barber said that "area planning, as it stands today, will provide 400 miles of new freeways in the East Bay, 61 miles of interurban rail service between major centers of Alameda and Contra Costa counties and San Francisco, and approximately 700 route miles of East Bay local and feeder service essential to augment and support the regional rail system."

In this automotive-atomic age, with its emphasis upon speed and mobility, and with streets at a premium, Barber said, the urgent need of the East Bay is expanded and improved public transit that will be sufficiently fast and convenient to offer reasonable competition with the private car.

Turning to the local importance of the commuter, Barber pointed out that during a single day in 1957, about 20,000 trips were made between El Cerrito and the Richmond-San Pablo area, and another 12,000 trips made between El Cerrito and the Berkeley-Oakland area.

Local Business Stimulated

"In terms of wages and salaries, this meant that in 1957 the commuters included in these figures were bringing back into El Cerrito an estimated $55,000,000 to pay local taxes and to stimulate the growth of local business and services."

By 1980, Barber said, it is estimated that nearly twice the present number of daily trips will be made between El Cerrito and her neighboring cities.

Public Showing of Transit Plan Ready

An illustrated public presentation of the transit district's new program for improved and expanded East Bay transit is now available for scheduling by organizations in the area.

Titled, "We're Rolling With Transit," the presentation includes a series of descriptive charts and a commentary by a district representative pointing out the problems of mass transportation in the area and explaining the district's development plan for meeting this need.

Letters telling of the availability of the presentation have been mailed to more than 450 civic, business, community and other clubs and organizations.

The presentation is available free of charge for luncheon meetings as well as for groups holding their meetings during the morning, afternoon or evening hours. Any interested group may arrange for a presentation by contacting the district.

Integrated Bus, Rail Network Found Necessary in Plan for Nation's Capital

WASHINGTON—A $565,000,000 network of express bus routes operating on freeways and rail rapid transit lines have been proposed for the District of Columbia metropolitan region.

The plan was developed by the National Capital Planning Commission following a three-year mass transportation study. It was presented to President Eisenhower for referral to Congress.

Recommended in the report was a 66-mile express bus network, a 33-mile rail rapid transit system, plus expanded and improved local transit services.

The plan also proposes a network of freeways and extensive improvements of arterial streets and highways as part of the overall integrated program to adequately meet needs of the region when its population reaches three million.

Booker to Assist on Joint Highway Use

(Continued from Page 1)

Directors to promote coordination between street, freeway and public transit planning.

Robert K. Barber, district president, said that Booker will advise the District on future freeway planning for transit use in an effort to obtain full utilization of freeway developments. He also will advise the district on the effects of vehicular traffic on proposed transit routes.

"Freeways provide an excellent means of transporting public transit riders swiftly and comfortably," Barber said. "Further, increased transit patronage will contribute to freeway efficiency."

Booker also will serve in a liaison capacity with East Bay municipal and county officials who are developing street and highway programs for their local areas.

Booker, as assistant state highway engineer for the nine Bay Area counties from 1952 until he retired May 1, was responsible for the planning and design of major developments in the freeway system.

The former highway chief recently was appointed by the Alameda County Board of Supervisors as transportation advisor to the Alameda County Highway Advisory Committee. Booker resides in Oakland at 4640 Edgewood Avenue.

ACTIONS OF THE BOARD

At an adjourned regular meeting July 9, 1959, the Board of Directors:

• Held a public hearing on petitions filed by Concord and Walnut Creek City Councils and Contra Costa County Board of Supervisors requesting withdrawal of area from the transit district. Hearing was continued to August 12.

* * *

At its regular meeting August 5, 1959, the Board of Directors:

• Approved appointment of B. W. Booker and Arthur C. Jenkins as district engineering consultants. (Details, Page 1.)

* * *

At an adjourned meeting August 11, 1959, the Board of Directors:

• Received a report from Charles E. De Leuw, president of De Leuw Cather & Company, dealing with recommendations of his firm on revised transit plan for the district. (Details, Page 1.)

• Referred the De Leuw proposal to Committee on Program Planning, Director Deadrich, chairman, for study, by direction of President Barber.

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Alan L. Bingham, Editor

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Transit Riding Up First Time in Ten Years

Passenger traffic of the transit industry for June showed a 1.39 per cent increase over the corresponding month last year—marking the first such monthly passenger rise in more than a decade.

The rate of decline of industry traffic has been slowing down since the beginning of 1959, according to the American Transit Association. In each succeeding month of the present year an increasing number of companies started to top their monthly records for the previous year.

Out of a total of 139 transit companies in the country, 75 showed increases.

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ALAMEDA-CONTRA COSTA TRANSIT DISTRICT — FOR THE GOOD OF YOUR COMMUNITY

Volume 2, Number 5 — OAKLAND, SEPTEMBER 1959

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East Bay To Vote on Transit Bonds Oct. 20; Citizens Committee Formed

Transit Board Approves Engineering Plans for $16,500,000 Bond Issue

A $16,500,000 transit improvement bond issue will be submitted to East Bay voters at a special election October 20.

District directors called the election after approving an engineering report which provides for an overall $24,000,000 project to expand and improve public transportation in nine East Bay cities.

The program, involving 700 route miles of transit lines, proposes to revitalize public transit with new ultramodern buses, a network of fast express lines and more than 200 miles of new or improved local routes.

Bulk of the financing will come from the $16,500,000 bond issue, which must be approved by a majority of voters. Subsequent district revenues from fares would provide the remaining $7,500,000 required to complete new equipment purchases.

The special election will be held in Alameda, Albany, Berkeley, El Cerrito, Emeryville, Hayward, Oakland, Piedmont, San Leandro, and adjacent unincorporated areas, including Castro Valley, Kensington and San Lorenzo Village.

(Continued on Page 2)

A. Hubbard Moffitt, Jr.

Moffitt To Head Citizens For Transit

A. H. Moffitt, Jr., East Bay civic leader who long has been identified with community progress and development in Alameda County, was named this month as general chairman of the Citizens Committee for Better East Bay Transit.

Formation of the committee and Moffitt's appointment to the top post were

(Continued on Page 2)

1,033 Precincts Created for Special Bond Election; Nine Cities To Vote on Program

(Continued from Page 1)

A total of 1,033 voting precincts have been created for the election. In most cases regular precincts will be consolidated two for one.

Polling places for the election will be open on October 20 from 7 a.m. to 7 p.m.

The system, according to the engineers, will be self-supporting from district revenues, and will not require additional taxation. Income will be large enough to provide operating costs, funds to pay off the bonds, and necessary equipment and property renewals, the engineers state.

The transit program includes purchase of 572 new city and suburban "Transit Liners"—many of them air-conditioned—including 296 to be bought during the first two years of operation; acquisition of 276 existing-type buses to augment peak-hour service during initial years of operation; establishment of five new express routes extending the length of the East Bay; improvement of service frequency on 170 miles of existing transit routes throughout the district; establishment of 55 miles of new local lines and additional miles of new extension, principally in the areas of Alameda, Albany, Berkeley, El Cerrito, Hayward, Oakland and San Lorenzo Village; and the acqusition of land and buildings for terminal and storage purposes.

Citizens To Press for Bond Passage

(Continued from Page 1)

announced by Robert K. Barber, transit district president.

The committee will sponsor the $16,500,000 transit district bond issue at the special East Bay election October 20.

Moffitt, an attorney in Alameda, was among those who guided formation of the district with a successful vote of the people in 1956. He also was vice chairman of the San Francisco-Bay Area Rapid Transit Commission during the formative years that led to the creation of the five-county regional district.

Moffitt said he accepted the citizens committee appointment with a "firm conviction that East Bay streets and highways must be augmented by an up-to-date and progressive transit operation that the people will ride if our cities and surrounding communities are to prosper.

"Public transit facilities have critically deteriorated over the past years," Moffitt observed. He added that people of the two East Bay counties now have a "golden opportunity to help assure continued growth and economic development by equipping themselves with a badly needed system of adequate mass transportation."

Moffitt is a life long resident of the Bay Area and for many years has been a leader in affairs of the East Bay. He is a former president of the Commonwealth Club of California, Alameda Chamber of Commerce, Alameda Rotary Club, and Oakland Junior Chamber of Commerce.

Among his other activities, Moffitt is president of the First District Agriculture Association of the State of California, vice president of the Alameda County United Crusade, and a member of the board of trustees of the Alameda Hospital, the Institutions Commission of Alameda County and the Children's Hospital of the East Bay.

During World War II, Moffitt served as a colonel on the General Staff of the Army, and holds 18 decorations of the United States and foreign governments.

What the Editors Are Saying About Transit

Transit Bonds Offer Sound Solution of Urgent Problems

Reprinted from the *Oakland Tribune:*

NO MORE vital and urgent problem exists in the East Bay communities than adequate, efficient public transportation. In this we are not unique, similar conditions exist throughout the metropolitan areas of the country. But now we have the opportunity to take a major step toward a satisfactory solution of the problem.

The reference is to the $16,500,000 bond issue which will be submitted to the voters at a special election October 20. The Alameda-Contra Costa Transit District has advanced this program for expanding and improving transit service that would replace the Key System.

Long and careful study by experts has gone into the plan finally evolved. It was performed by professional engineering experts who examined the needs of this area and came up with the best possible way of meeting them.

The proposal is to institute 700 miles of transit lines traveled by new and modern buses. There would be fast express lines and some 200 miles of improved local routes. The system itself is expected to cost $24,000,000, which would leave $7,500,000 to be paid from revenues.

Since there are a number of cities and unincorporated areas involved it is important that there be widespread understanding of the importance and character of the transportation plan. Elections will be held in Oakland, Berkeley, El Cerrito, Albany, Emeryville, Piedmont, Alameda, San Leandro, and Hayward. Other areas include Kensington, Castro Valley, and San Lorenzo Village.

An important point, aside from the improved service anticipated under a new system, is the financing. Engineers who made the study say that the system will pay for itself without the need for additional taxes. Income from fares, according to the consultants who made the study, will pay operating costs, retire the bonds, and provide equipment. Hence, this will be a self-sustaining program, according to the engineers. Certainly it is true that if our transportation system were efficient and reliable far more East Bay residents would use it. That is the reason the experts reported that transit patronage would even exceed the conservative estimates of the De Leuw report.

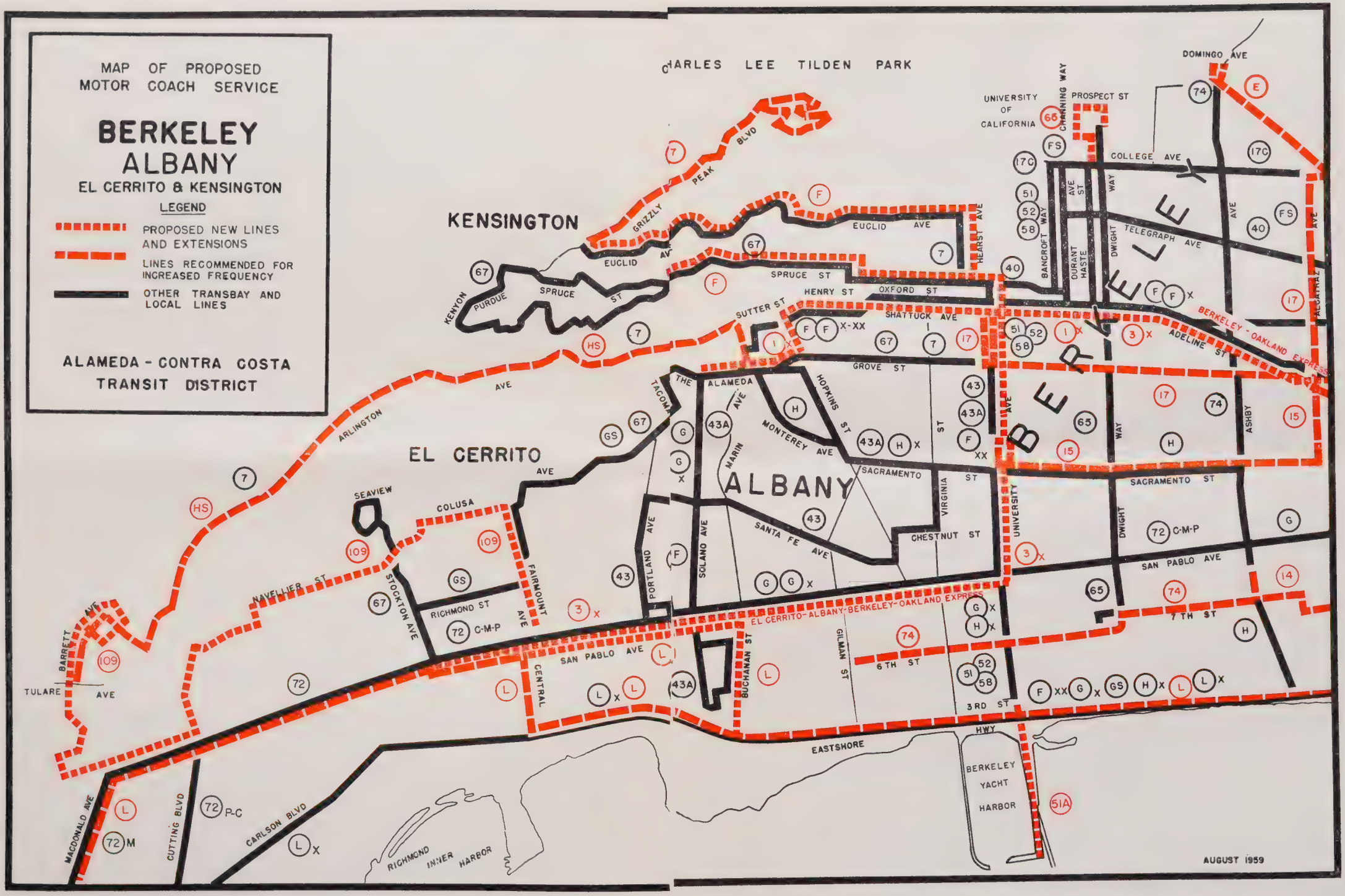
We commend the bond issue to the immediate and serious attention of East Bay voters. It offers a logical and efficient way out of a problem that for long has demanded favorable attention.

Public Showing of Transit Plan Now Available

An illustrated public presentation of the transit district's new program for improved and expanded East Bay transit is now available for scheduling by organizations in the area.

Titled, "We're Rolling With Transit," the presentation includes a series of descriptive charts and a commentary by a district representative pointing out the problems of mass transportation in the area and explaining the district's development plan for meeting this need.

The presentation is available free of charge for luncheon meetings as well as for groups holding their meetings during the morning, afternoon or evening hours. Any interested group may arrange for a presentation by contacting the district.


MAP OF PROPOSED MOTOR COACH SERVICE
BERKELEY
ALBANY
EL CERRITO & KENSINGTON
LEGEND
PROPOSED NEW LINES AND EXTENSIONS
LINES RECOMMENDED FOR INCREASED FREQUENCY
OTHER TRANSBAY AND LOCAL LINES
ALAMEDA - CONTRA COSTA TRANSIT DISTRICT
CHARLES LEE TILDEN PARK
KENSINGTON
EL CERRITO
ALBANY
BERKELEY
DOMINGO AVE
UNIVERSITY OF CALIFORNIA
PROSPECT ST
COLLEGE AVE
TELEGRAPH AVE
DWIGHT WAY
ADELINE ST
BERKELEY - OAKLAND EXPRESS
EUCLID AVE
GROVE ST
SHATTUCK AVE
HENRY ST
OXFORD ST
SPRUCE ST
SUTTER ST
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MONTEREY AVE
HOPKINS ST
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EASTSHORE HWY
BERKELEY YACHT HARBOR
RICHMOND INNER HARBOR
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CUTTING BLVD
CARLSON BLVD
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BARRETT AVE
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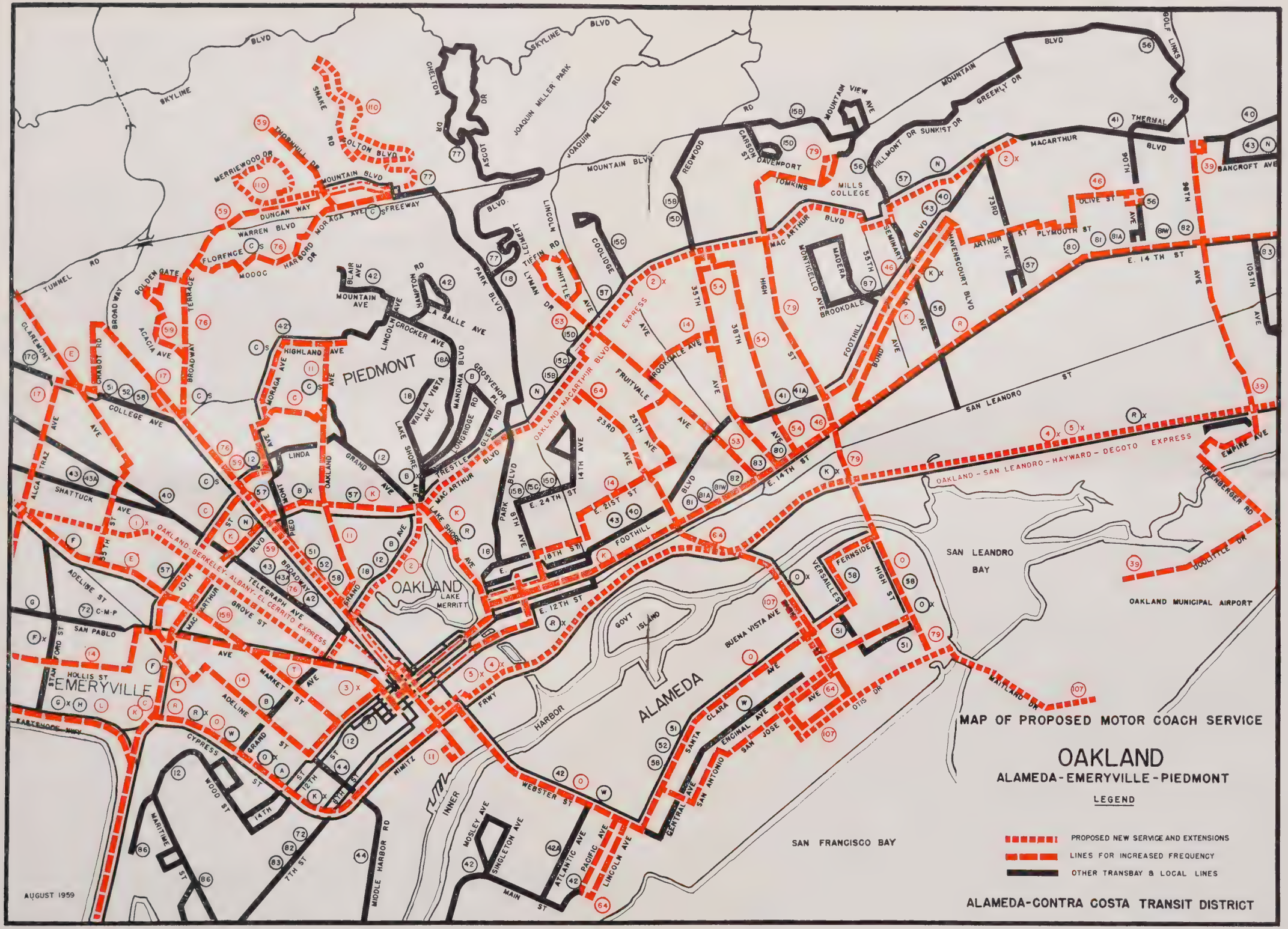
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LINES FOR INCREASED FREQUENCY
OTHER TRANSBAY & LOCAL LINES
ALAMEDA-CONTRA COSTA TRANSIT DISTRICT
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OAKLAND - BERKELEY - ALBANY - EL CERRITO EXPRESS
OAKLAND - MACARTHUR BLVD EXPRESS
PIEDMONT
OAKLAND
LAKE MERRITT
ALAMEDA
EMERYVILLE
SAN LEANDRO BAY
SAN FRANCISCO BAY
OAKLAND MUNICIPAL AIRPORT
MILLS COLLEGE
SKYLINE BLVD
JOAQUIN MILLER RD
MOUNTAIN BLVD
MACARTHUR BLVD
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BUENA VISTA AVE
OTIS DR
MAINLAND DR
DOOLITTLE DR
EARTHQUAKE MEMORIAL HWY
INNER
MIDDLE HARBOR RD
MAIN ST
7TH ST
14TH ST
WOOD ST
MARITIME ST
CYPRESS
MITMZ
SAN LEANDRO
BAY
FERNSIDE
VERSAILLES
SANTA CLARA
SAN JOSE
SAN ANTONIO
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PACIFIC AVE
LINCOLN AVE
SINGLETON AVE
MOSLEY AVE
HOLLIS ST
STANFORD
ADELINE
ALCATRAZ
CLAREMONT
TUNNEL RD
BROADWAY
GOLDEN GATE
ACACIA AVE
MOSS AVE
MOUNTAIN AVE
LINCOLN AVE
CROCKER AVE
LA SALLE AVE
HIGHLAND AVE
MORAGA AVE
WARREN BLVD
DUNCAN WAY
MERRIEWOOD DR
THORNHILL DR
SNAKE RD
SOLTON BLVD
CHELTON DR
SKYLINE BLVD
JOAQUIN MILLER PARK
MOUNTAIN VIEW AVE
GREENLY DR
MACARTHUR BLVD
MONTICELLO AVE
MADERA
BROOKDALE
SEMINARY AVE
HAVENSCOURT BLVD
ARTHUR ST
PLYMOUTH ST
OLIVE ST
98TH AVE
105TH AVE
BANCROFT AVE
THERMAL
GOLF LINKS
CARSON ST
DAVENPORT
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SUNKIST DR
COOLIDGE
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GROSVENOR PL
MANDANA BLVD
WALLA VISTA AVE
LAKE SHORE AVE
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GLEN RD
TRESTLE
MACARTHUR
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FOOTHILL BLVD
23RD AVE
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BROOKDALE AVE
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BUENA VISTA AVE
OTIS DR
MAINLAND DR
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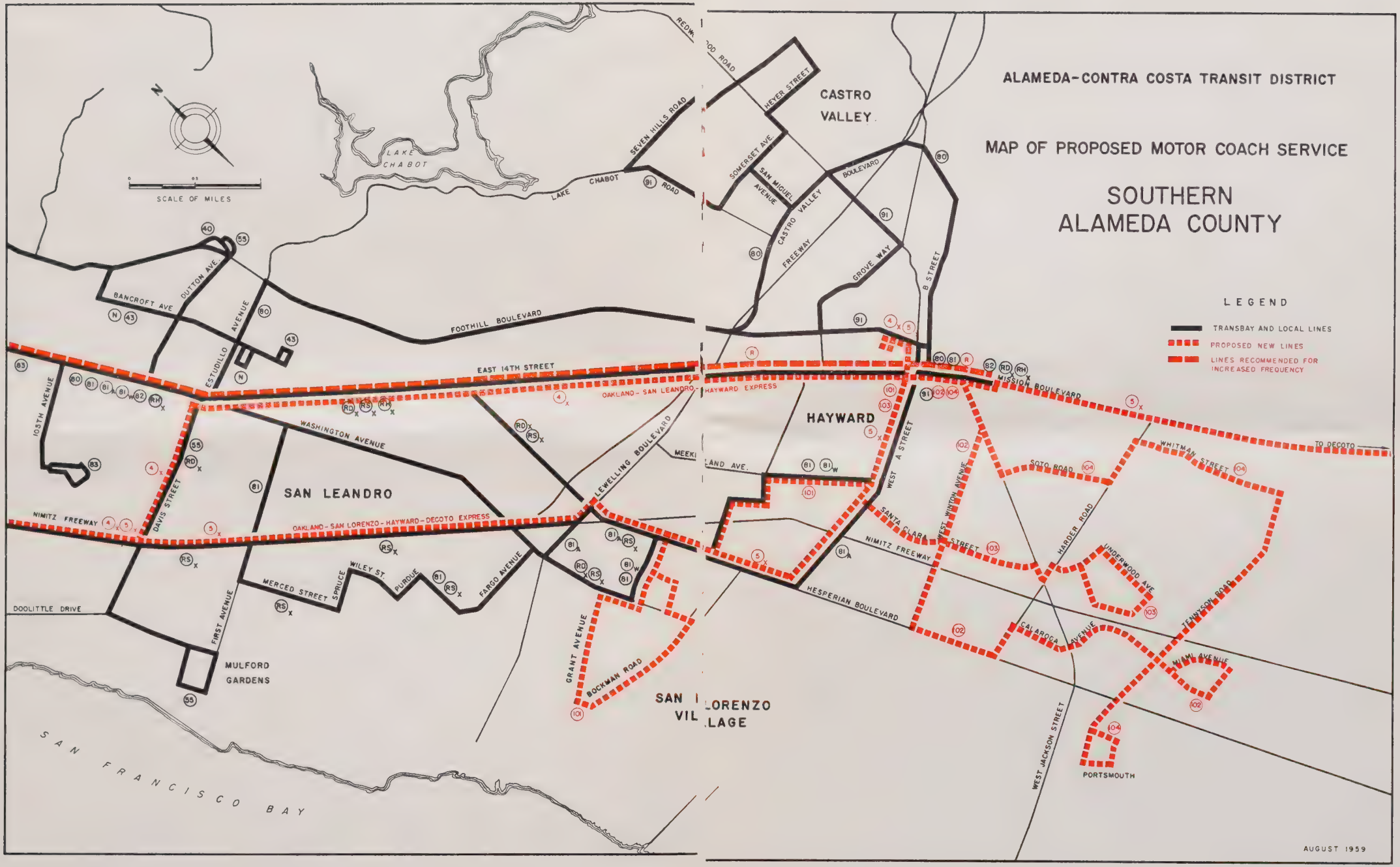
ALAMEDA-CONTRA COSTA TRANSIT DISTRICT
MAP OF PROPOSED MOTOR COACH SERVICE
SOUTHERN
ALAMEDA COUNTY
LEGEND
TRANSBAY AND LOCAL LINES
PROPOSED NEW LINES
LINES RECOMMENDED FOR INCREASED FREQUENCY
SCALE OF MILES
LAKE CHABOT
SEVEN HILLS ROAD
CASTRO VALLEY
HEYER STREET
SOMERSET AVE.
SAN MIGUEL AVENUE
CASTRO VALLEY BOULEVARD
CASTRO VALLEY FREEWAY
GROVE WAY
B STREET
FOOTHILL BOULEVARD
BANCROFT AVE
DUTTON AVE.
ESTUDILLO AVENUE
EAST 14TH STREET
OAKLAND - SAN LEANDRO - HAYWARD EXPRESS
HAYWARD
MISSION BOULEVARD
TO DECOTO
WASHINGTON AVENUE
SAN LEANDRO
LEWELLING BOULEVARD
105TH AVENUE
DAVIS STREET
NIMITZ FREEWAY
OAKLAND - SAN LORENZO - HAYWARD - DECOTO EXPRESS
WEST A STREET
WEST WINTON AVENUE
SOTO ROAD
WHITMAN STREET
HARDER ROAD
SANTA CLARA STREET
UNDERWOOD AVE.
TENNYSON ROAD
HESPERIAN BOULEVARD
CALAROGA AVENUE
WIAL AVENUE
DOOLITTLE DRIVE
FIRST AVENUE
MERCED STREET
SPRUCE
WILEY ST.
PURDUE
FARGO AVENUE
GRANT AVENUE
BOCKMAN ROAD
MULFORD GARDENS
SAN LORENZO VILLAGE
WEST JACKSON STREET
PORTSMOUTH
SAN FRANCISCO BAY
AUGUST 1959

Richmond, San Pablo Face Transit Cut; Service Outside of District Unjustified

Last year's withdrawal of Richmond and San Pablo from the Alameda-Contra Costa Transit District makes it impossible for the district to furnish local bus service to those cities.

This was the report of John R. Worthington, district general manager, at a meeting this month of the Richmond City Council.

J. R. Worthington

The council met in special session to consider what it can do to obtain transit service when the district replaces the Key System operations, probably some time next year.

Worthington said the district could not justify the operation of lines outside the district which did not earn sufficient revenue to meet expenses. Local service in Richmond and San Pablo is in this category, he declared.

The district manager said service will be continued on the No. 72 Macdonald Avenue line, connecting Richmond with El Cerrito, Albany, Berkeley and Oakland, and the transbay L line linking San Francisco, Albany, El Cerrito and Richmond.

Revenue Producers

These, he said, are revenue producers.

Worthington said it would be an unjust burden on the taxpayers of the district to ask them to support losing lines outside the district.

On the other hand, he noted, losing lines within the district can be operated because the revenues of the district as a whole will be profitable.

He offered two solutions for Richmond's dilemma:

1—The city could contract with the district to provide local service. In this event, the city would have to pay for the service, presumably through a substantial tax levy.

2—The city could rejoin the district by annexation.

Abandoned Service

This would make it possible for the district to provide service, Worthington said. He reviewed service recommendations for the Richmond-San Pablo area which were abandoned when the two cities pulled out of the district.

These included new local routes to serve Mira Vista, East Richmond Heights, El Sobrante, DeAnza White Cliffs, Fairmede College Highlands, Rollingwood, Contra Costa Junior College and San Pablo.

In addition, the engineers proposed express service that would cut travel time from Richmond to Berkeley from 36 to 32 minutes and from Richmond to Oakland, from 51 to 39 minutes. An increase in frequency of service on the transbay line was also planned.

Further study of the Richmond - San Pablo transit problem was left in the hands of the mayors and city managers of both cities, and Supervisor James P. Kenney.

Exclusive Bus Lanes Speed Transit and Auto Traffic

PEORIA, (Ill.)—Exclusive bus lanes established here two months ago have proven their value, according to officials of Peoria City Lines.

The lanes have speeded up transit service on the downtown loop by as much as 25 per cent, and also have accelerated the movement of other traffic by approximately 10 per cent.

Contra Costa Area Dropped From District

Most of Contra Costa County has been excluded from the Alameda-Contra Costa Transit District.

The exclusion was granted by the transit district board of directors following two recent public hearings.

The action brings district boundaries within Contra Costa County into alignment with a special service zone established earlier this year as the area in which the district will begin initial operations. This special zone includes most of Alameda County that is in the district, together with El Cerrito and Kensington in Contra Costa County.

Excluded from the district were the cities of Walnut Creek and Concord, and 190 square miles of unincorporated area in Central Contra Costa County and adjacent to the cities of Richmond and San Pablo. A court order last year removed Richmond and San Pablo from the district because of a technicality involving the canvass of absentee ballots at the time the district was created.

Service Responsibility

The exclusion was requested by the Walnut Creek and Concord city councils, and the Contra Costa County Board of Supervisors.

During the recent hearings, Robert K. Barber, transit board president, observed that the basic issue was one over who is to assume the responsibiilty for providing Contra Costa County residents with needed improved transit.

"Within a few years an estimated 300,000 people will be living in the Concord-Walnut Creek area," Barber said. "The lack of transit already is a problem in your area, and will become a greater one.

District Job

"This district was formed by the people to solve their transit problems," Barber added. "Before we relinquish this responsibility, we want to be assured you will assume the responsibility."

Walnut Creek City Councilman Douglas R. Page said his city has no present plans, but that his fellow councilmen, as community leaders, were willing to take on such a responsibility.

Assurances that the Contra Costa County Board of Supervisors would accept this responsibility came from Supervisor Thomas J. Coll of Concord.

"It will be up to us to provide transit service one way or another," he said.

Other representatives pressing for exclusion at the hearing included Harry L. Morrison, executive secretary of the Contra Costa County Taxpayers Association.

Major Transit Improvements For El Cerrito Outlined By District Before City Council

Six major improvements in public transit planned for the City of El Cerrito were outlined this month to members of the El Cerrito Ciy Council by John R. Worthington, district general manager.

Worthington said that engineering recommendations for the city include the following:

1—A new local line connecting foothill residential areas, including Mira Vista, with the business district.

2—Increased service along Arlington Boulevard.

3—Newly designed and styled motor coaches. Many of the new "Transit Liners" will be air-conditioned.

4—A new inter-city express line reducing travel time to Berkeley by 33 percent, and 25 percent to Oakland.

5—More frequent service on the transbay L line to San Francisco.

6—Passenger shelters at principal bus transfer points.

Worthington assured the council that no new taxes will be required, and that the transit improvement program will support itself from fare revenues.

ACTIONS OF THE BOARD

At an adjourned regular meeting August 12, 1959, the Board of Directors:

• Granted requests of Richmond City Council, Hercules Town Council, Concord and Walnut Creek City Councils, and Contra Costa Board of Supervisors to exclude from the district their respective communities and unincorporated territory except Kensington. (Details, Pg. 11.)

* * *

At an adjourned regular meeting August 25, 1959, the Board of Directors:

• Adopted a 1959-60 tax rate of 2.9 cents per $100 of assessed property valuation, on motion of Director McDonnell.

• Authorized the issuance of tax anticipation notes not to exceed $200,000, on motion of Director McDonnell.

* * *

At an adjourned regular meeting August 27, 1959, the Board of Directors:

• Approved the engineering report of De Leuw, Cather & Company, which recommended a bond issue of $16,500,000 to finance initial district equipment purchases, and established October 20, 1959, as the date for a special election to submit the bond issue to the voters, on motion of Director McDonnell. (Details, Page 1.)

• Tabled a minority report of Director Arnold which contained two alternate plans, each proposing the use of electric and propane buses at a capitalization cost of $16,500,000, on motion of Director Copeland.

* * *

At its regular meeting September 2, 1959, the Board of Directors:

• Received for introduction an ordinance calling the special bond election, on motion of Director Coburn.

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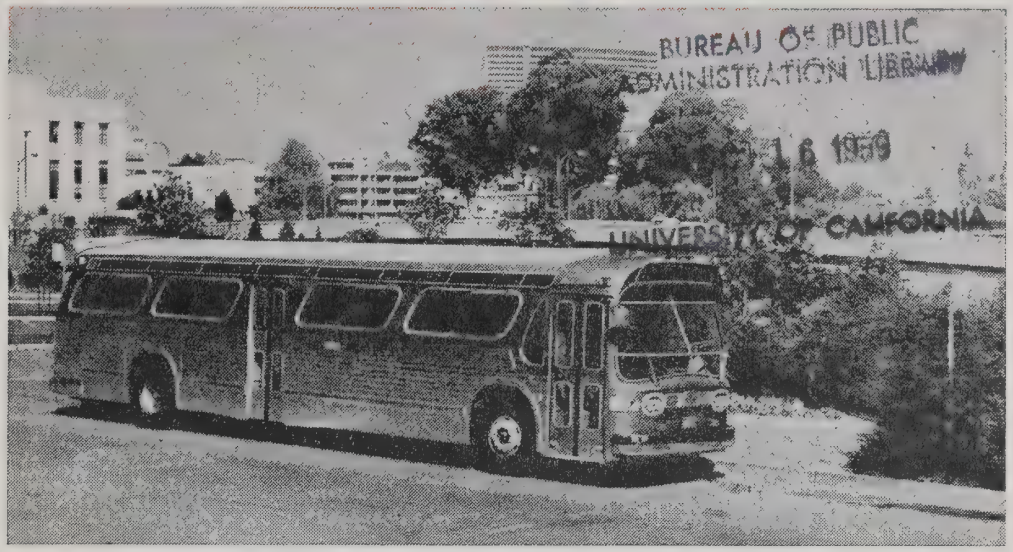
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Transit Plan Gains Wide Acceptance; East Bay To Vote On Program Oct. 20

Widespread acceptance by East Bay citizenry has met the Transit Improvement Program for the East Bay since its completion two months ago.

The program to revitalize East Bay transit and replace Key System in the area is receiving the support of civic, labor, management, business, home improvement, fraternal, educational and taxpayer organizations.

This was the report this month of A. H. Moffitt, Jr., general chairman of the Citizens Committee for Better East Bay Transit.

The committee is sponsoring the $16,500,000 transit bond issue, to be voted on by East Bay citizens Oct. 20 as Measure A.

Moffitt reported to the Transit District Board of Directors that community leaders representing a cross-section of political, social and economic interests are rallying to support the bond measure.

"Our activities to obtain the support of the nearly 400,000 voters in the district have been met with enthusiastic endorsement and assistance," Moffitt said.

The citizen leader said that East Bay residents, so desperately in need of better transit, are in their "golden hour."

"Right now people of the two East Bay counties have the chance to vastly improve their public transportation and make their communities a better place in

(Continued on Page 3)

An Editorial

A Fare-box Bond Issue

A BASIC distinction should be drawn between a bond proposal as advanced by a school district or municipality, and the bond issue that has been placed before the voters by the Alameda-Contra Costa Transit District.

The difference—of vital importance to all property owners—is one of tax support.

When voters must consider school or municipal bond measures, they may be certain that funds to redeem such bonds will be collected from the customary source—the taxpayer.

The transit district, on the other hand, will have at its disposal revenue not available to school districts and municipalities. Sources of this revenue are the fares which riders will pay when they travel on the system, conservatively estimated at approximately $11,269,000 per year.

Engineering and financial studies have determined that this revenue will be sufficient to pay all operating costs, retire the bond issue and replace equipment without an increase in fares or the imposition of additional taxes.

This means that property owners of the East Bay, who already carry a sizeable tax burden, may be assured the transit district bonds will be repaid from the fare box and not from the pocketbook of the taxpayer.

As we have said, the difference between school and transit district bonds is basic; it is a difference that voters should bear in mind when they go to the polls Oct. 20 to weigh the district's program to expand and improve public transit operations in the East Bay cities.

Cities Endorse Transit Improvements

Early approval of initial transit improvements for their respective communities has been voted by Alameda, Berkeley and San Leandro city councils.

Directors of the San Lorenzo Village Homes Association also were among the governmental agencies announcing early approval.

Most of the suggestions advanced by the various city administrations early this year were already incorporated in the Transit Improvement Program.

Several additional suggestions, however, were proposed by members of the San Leandro City Council last month during a special work session with representatives of the transit district staff.

At the request of the council, the district will give consideration to improving crosstown service among several residential areas and the business districts.

Areas affected would include San Lorenzo Village, Washington Manor, Mulford Gardens, Bay-O-Vista, the central business district and the Bay Fair Shopping Center.

William J. Bettencourt, transit district director representing the San Leandro area, assured the Council that a thorough study of the proposed improvements will be undertaken by the district during the immediate months ahead.

East Bay Unites To Support Mass Transit Renovation; Citizens Work For Large Vote

(Continued from Page 1)

which to live," he said.

"This program for improved transportation is tremendously important for the residents of these cities."

Moffitt noted that the program will "assure the public transportation we need to protect business and residential property values from the severe, damaging effects of traffic strangulation."

It also will provide "long-awaited relief for many residents who depend upon public transportation or would use the service if improved," he added.

Typical extensive newspaper support of the transit program was the recent editorial comment of the *San Leandro Morning News.* The paper stated, in part, as follows:

"East Bay voters will have a chance to help remedy their crucial transit problems when they're faced with a $16,500,000 bond issue on Oct. 20. . . . the East Bay needs improved transit . . . district consultants have a plan that will help.

"Almost everyone is feeling the need for better transit facilities. The San Leandro City Council asked for and got assurance that the need for more cross-town routes here would be studied, then endorsed the Oct. 20 bond issue. So have many other civic organizations."

Moffitt, in concluding his report to the transit board, said the greatest single factor faced by his committee is the all-important and difficult job of "getting the people out to vote."

Businessmen Told of Transit Values

The ability of customers to freely enter the central business district is the greatest single force affecting business profits and the longevity of a prosperous and healthy business core.

John R. Worthington, transit district general manager, told a meeting of the Oakland Lions Club this month that if potential customers are obstructed by traffic congestion, slow public transit and inconvenient parking, they will go elsewhere.

Businessmen expend great effort and expense to attract customers to their goods and services, he said.

"But unless the prospective customer can travel downtown conveniently, safely and comfortably, this effort and expense has been wasted.

"There is no greater, single dynamic force affecting business profits than customer accessibility."

The transit official noted that two-thirds of the entire downtown Los Angeles business district has been taken over by streets, freeways and off-street parking lots, and that business has become "stagnant."

"This problem does not appear to be as acute in the East Bay as in Los Angeles—today," he said.

"But with each passing year, this problem of increasing immobility will compound itself into destructive proportions unless we can develop and agree upon an adequate solution in the very near future."

"It is our hope that the entire business community will join hands with us in helping to make a system of adequate public transit a reality," he said.

East Bay Gets First Glimpse of New 'Transit Liners'

New Design Transit Coach Shown Here for First Time on West Coast; Public Enthusiastic

Public response to the newly-designed city transit coach on display in the East Bay cities has been highly enthusiastic.

Nearly 3,000 persons inspected the new air-conditioned Transit Liner during the first three days in the area, and its reception was "remarkable," according to John R. Worthington, general manager.

Worthington reported to the board of directors that those viewing the streamlined coach were "enthusiastic and clearly indicated they are anxious to see this type of transit vehicle in service in the East Bay."

A group of East Bay city and county officials who traveled aboard the bus during a special demonstration expressed their belief that the new coach would be a boon to public transit riding, Worthington added.

"In all of my 40 years in the transit business, this is the first time I have stepped into a new transit coach that I felt was of first-class quality."

The new coach, which makes a complete break with the past, is the first completely new bus design in nearly 20 years.

In addition to all-new styling, the new models have greatly increased visibility with large "picture windows," fluorescent lights, lower entrance step, wide seats, and improved air-ride suspension, providing a major advancement in travel comfort.

What the Editors Are Saying About Transit

Improvement of East Bay Mass Transit Held Essential

Reprinted from the *Hayward Daily Review:*

BARELY A MONTH remains until the Alameda-Contra Costa Transit District's proposed $16,500,000 bond issue comes to a vote.

Every study thus far made indicates that this area, along with the balance of the district, will benefit if the bonds are passed. Transit service will be greatly improved.

New bus lines will be extended into San Lorenzo Village, Palma Ceia, Schafer Park, and as far south as Decoto. The plan contemplates service to Valle Vista, Alta Vista, Fairway Park, El Rancho Verde. Express routes with more frequent service between Hayward, San Leandro and Oakland are part of the plan.

Much of the District's equipment will be new and streamlined, with peak hour needs augmented by existing buses to be purchased from Key System.

All of this is desirable. And it is possible at no increase in fares and without a tax levy to pay off the bonds or subsidize the District, according to consultants who have drawn up the plan.

They base their estimate on fares that will come from better service, plus the district's exemption from somewhat more than $1,000,000 annually in taxes and franchises now paid by Key System.

The likelihood—based on a firm engineering estimate—that no tax will be necessary to pay off the bonds should draw voters to the booths in heavy support of the proposal..

Traffic congestion and parking constitute one of our major and worsening social irritations. A mass transit system that offers convenience, economy and comfort will thin out the number of private automobiles on our freeways, streets and in our parking lots.

Until those improvements materialize, the progressive loss of patronage by Key System plus the additional influx of population and cars will increase our bumper to bumper frustration, maroon shoppers in their homes, and slow the economic tempo of the region. The transit district's bond issue should be approved. We are growing too fast in population, number of homes, stores and industries to take a chance on being immobilized in our streets.

Merchant-sponsored Buses Prove a Success

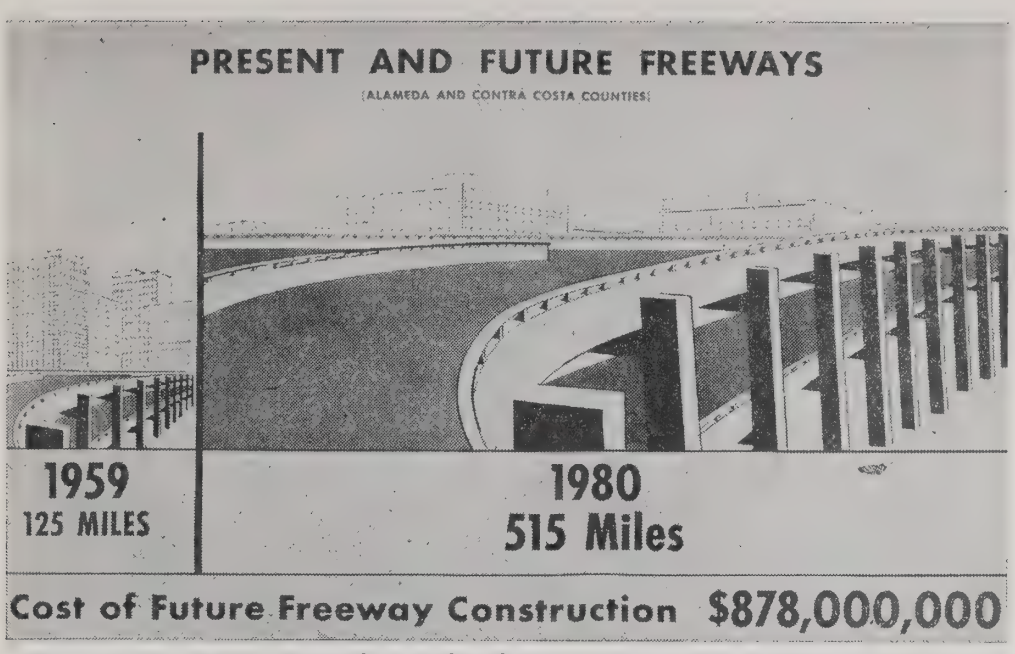
SPRINGFIELD (Mo.)—A merchant-sponsored shuttle bus system is being extended in Springfield to a full year after a successful six-month trial period.

The two 31-passenger buses, furnished on a lease basis by the City Utilities transportation department, cover a 1.3 mile, 13-stop loop in the city's downtown shopping area.

Shoppers may ride the buses as often, or as long as they wish—whether or not any purchases are made at the participating stores.

More than 150 merchants, property owners, and professional people underwrite the $1,300 monthly cost of the service.

Passengers now total 2,000 to 2,400 a week, showing a gradual, steady growth except for upward spurts during the Christmas and Easter shopping seasons.



NEW CONSTRUCTION—Recently completed state and county engineering plans recommend construction of 390 miles of new East Bay freeways at a cost of $878,000,000 during next 20 years. The new super-highways, added to 125 miles of existing freeway built since end of World War II, would give East Bay approximately 515 miles of high-speed roadway by 1980.

Freeway Plan Crippled Without Transit

East Bay taxpayers face the danger of spending close to a billion dollars on new freeways that will be hopelessly inadequate even before they are built.

This was the warning of William H. Coburn, Jr., transit district director who recently addressed members of the Berkeley Lions Club on the subject, "Transit Improvement and Community Progress."

"Automobiles fighting for room on the freeway network of the future will be doomed to a creeping paralysis if public transit does not carry a share of the travel load," he said.

The transit official said that engineering recommendations for new freeways recently made for Alameda County, for example, are based in their entirety on the key assumption that many travelers on the new freeways will be carried by express buses.

"And it is easy to see why the engineers must make this assumption," Coburn added.

He explained that if only four out of every 100 vehicles on a freeway are public transit coaches, a freeway can effectively carry twice as many people.

"Instead of four freeway lanes, a small percentage of public transit vehicles gives us the equivalent of eight lanes," he said.

"Without transit," Coburn said, "we could expect that our future freeway program would have to be substantially expanded—costing perhaps a billion and a half dollars instead of the $878,000,000 now proposed—a capital outlay we could scarcely afford."

ACTIONS OF THE BOARD

At an adjourned regular meeting September 10, 1959, the Board of Directors:

• Adopted an ordinance calling a special election October 20 to vote on a $16,500,000 bond issue to purchase operating facilities, on motion of Director Bettencourt.

* * *

At an adjourned regular meeting September 15, 1959, the Board of Directors:

• Established compensation for election precinct workers of $12 for officers and $13 for inspectors, on motion of Director Bettencourt.

• Awarded sale of tax anticipation notes totalling $200,000 to Oakland Bank of Commerce as low bidder at a net interest rate of 2.896 per cent, on motion of Director Copeland.

* * *

At its regular meeting October 7, 1959, the Board of Directors:

• Received a report from A. H. Moffitt, Jr., general chairman of the Citizens Committee for Better East Bay Transit, on activities of the committee. (Details, Page 1.)

Transit Times

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Transit Riding Up Second Successive Month

For the second successive month, the number of passengers carried by transit companies during July exceeded traffic total for the corresponding period in 1958.

Preliminary figures for July, according to the American Transit Association, show an increase of 0.77 per cent over July, 1958. The final tabulation for June showed a rise of 1.62 per cent from last year.

The increases recorded for June and July are in contrast to an unbroken string of minus signs going back to January, 1947.

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Transit Times

ALAMEDA-CONTRA COSTA TRANSIT DISTRICT ACT FOR THE GOOD OF YOUR COMMUNITY

Volume 2 Number 7 OAKLAND, NOVEMBER 1959

Voters Approve Transit Bond Issue; New Service Due To Start on July 1

District Financing Plan Authorized by Substantial Margin

The East Bay metropolitan area joined with other major community centers in the nation last month when voters approved financing for a publicly owned transit system.

The $16,500,000 bond issue, submitted by the Alameda-Contra Costa Transit District for the purposes of buying transit equipment and other facilities, will allow the district to replace the privately-owned operations of the Key System in the area.

The measure, which needed majority approval, received 62,875 affirmative and 48,891 negative votes. Of the total 111,766 ballots cast, 56.3 per cent favored the proposal.

Plans of the district propose to revitalize public transit with new, streamlined motor coaches, a network of fast express lines utilizing highways and freeways, and more than 200 miles of new or improved local neighborhood routes.

Altogether, the district will operate more than 700 miles of transit routes in nine East Bay cities and adjacent unincorporated area.

(Continued on Page 7)

Transit Board Acts on Necessary Program to Launch District System

Selection of a firm of financial consultants and the creation of new staff positions have been approved by the board of directors in an effort to push forward the district's plans for operation.

At their meeting this month, transit directors retained Blyth & Company, nationally-known financial firm, to advise in the marketing of the district's $16,500,000 bond issue recently passed by the voters.

Under terms of a $19,000 contract, the firm will conduct all preparatory and consulting work necessary for the bond sales.

District officials hope to obtain an interest rate on the issue under 4 per cent.

Equipment Purchases

Bond proceeds will finance equipment purchases for the start of district transit operations, possibly as early as July 1st of next year.

New district positions include controller, transportation analyst, a secretary and stenographer-clerk.

In a report to the board, General Manager John R. Worthington declared:

"We are facing an extremely difficult period where there is a great deal of de-

(Continued on Page 3)

What the Editors Are Saying About Transit

District Reminded of Its Promises; Support Pledged

Reprinted from the *San Leandro Morning-News:*

IN THIS DAY of near revolt against spiraling taxes, the voters of Alameda and Contra Costa counties have, with some caution, placed their trust in another taxing agency by telling it to go ahead and solve our transit problems.

The Alameda-Contra Costa Transit District, which won approval of a $16,500,000 bond issue Tuesday, told the voters that, in case of passage, the present 2.9 cent tax rate would not go up.

Indeed, transit officials have indicated that the tax would go down and possibly be eliminated altogether by the proposed self-supporting transit system.

The transit people sold a bill of goods on this basis. Now the big sales job is over they're on the production line.

The majority of voters, not an overwhelming majority, by any means, have agreed that the worsening transit snarl must be untangled; but they indicated, also, that they don't want the hungry mouth of a taxing agency to take any bigger bite out of their tax dollar.

They are already giving until it hurts.

The transit district now has the main responsibility of providing what it has promised: a first-class East Bay transit system at no extra cost to the taxpayer.

Robert K. Barber, district board president, said: "East Bay citizens, in endorsing the transit bond measure, have taken a great step forward in making their cities better places in which to live, and in helping to assure the future prosperity promised for this area."

"The many improved services planned by the district are expected to draw increasing numbers of transit users from their private cars and thus help to reduce serious traffic congestion on streets and freeways."

Therein lies the secret of success.

For certainly buses would be of no great assistance in relieving congestion if they were simply added to the already growing number of cars on the freeways, especially during rush hours. The buses would, in fact, make the congestion worse.

This pushes some of the burden back upon the motorists. For the plan to work, more people must leave their cars at home and commute on buses.

We don't think that commuters would suffer from such a switch. The buses to be used by the transit district are ultra-modern, air-conditioned, roomy and comfortable.

Barber continued: "The district is hopeful that it can commence operation on July 1. This date, however, will depend upon such contingencies as the first available date for the delivery of new equipment . . ."

"We consider the program to be the best and most feasible plan possible for improved transit without taxing the people to pay for it."

We're with you, Bob . . .

More Information

A note or phone call to the transit district will place your name on the mailing list for *Transit Times* if you are not already regularly receiving a copy of the monthly newsletter. The district also can make available a 20-minute color movie which shows improvements to public transit that are taking place in other large cities throughout the country.

Board Retains Experts To Assist on Bond Sales, Approves Four New Staff Positions

(Continued from Page 1)

tailed work and planning that must be accomplished in the changeover from our present limited staff to the force necessary in operating a transit property.

"We must have experienced transit men available to effect the coming transition."

Worthington outlined immediate steps ahead required to place the district in operation as follows:

1—Complete final specifications for the new design city and suburban Transit Liner coaches, with contracts to be awarded early next year.

2—Commence negotiations with the Key System, looking toward acquisition of specific properties and toward developing an understanding as to the surrender of Key's area-wide operations to the district. Hearings on a condemnation suit, filed by the district against specific Key System properties before the State Public Utilities Commission, are expected to be held next month.

3—Launch discussions with various city administrations toward establishing in their respective cities new transit service and other improvements recommended by the engineers. The district expects to make effective as many of the recommended improvements as possible by the July 1st take-over time.

Worthington said that suggestions from the public and representative organizations for improvements not specifically recommended by the engineers will be welcomed and given study during the immediate months ahead.

Plan To Hire Key Personnel Studied

Transit directors are considering the adoption of an official policy declaring their intention to offer jobs to the 1,500 bus drivers, mechanics, clerks and other workers now employed by Key System Transit Lines.

Such a policy would assure to most of Key System's personnel their present jobs when the district takes over operations of the private carrier next summer.

The policy statement, recommended by General Manager John R. Worthington, is being considered by a committee of the board, and is expected to come before the full membership at their regular meeting December 2.

Worthington, in a report to the board, declared:

"It would only be good sense and economics to secure as much of our required staff and personnel from the ranks of present Key System personnel as possible.

"Practically all of the employees required are in a skilled category," Worthington said, adding that the costs of training personnel if the district attempted to build up and train a new and independent work force would involve very substantial expenditures over that now contemplated of between $1,000,000 and $2,000,000.

"The employment of Key System operating personnel will insure an experienced organization that also would permit take-over with as little disruption of service and management as possible, Worthington added.

President Robert K. Barber, in referring the matter to board committee, endorsed the recommendation.

"It has always been assumed the district will hire Key System's operating personnel when the district takes over public transportation service."

Special Report

State PUC to Determine Key System Value for District

Public Hearings to Begin This Month on Condemnation Suit to Purchase Key Equipment and Property

Public hearings will open up this month on the transit district's multi-million dollar condemnation suit against the Key System.

Sitting as final judge over the proceedings will be the California Public Utilities Commission—the state agency considered best qualified to come up with a fair and impartial price tag.

The transit district wants to buy some of Key's equipment and real estate to round out facilities needed by the district to get into business.

District officials hope to commence operation sometime next year. The district expects to completely replace Key's local and transbay service except in Richmond and San Pablo which presently are not part of the district.

For more than a year, PUC staff engineers have been taking inventory and fixing values on Key facilities desired by the district. Their findings will be made public during the hearings beginning December 17.

Both Key and the district may dispute the staff-computed values. But once the commission sets the final figure, it cannot be changed, except for adjustments to reflect an increase or decrease in values since the condemnation suit was filed in May of 1958. Should Key decline to accept the PUC value, the district could request superior court action to enforce the order.

Consultants Estimate Maximum Price

A total of $6,600,000 has been allowed by district financial consultants as the outside price for Key facilities contained in the condemnation suit.

Money paid to Key would come from a $16,500,000 bond issue recently approved by the voters. The remaining $9,900,000 is earmarked for 296 new Transit Liner motor coaches, a new division terminal in Hayward plus contingencies.

Listed in the condemnation proceeding are 276 diesel buses bought by Key between 1947 and 1958, three maintenance and storage yards in East Oakland, Emeryville and Richmond, a station and loading area at 40th Street and San Pablo Avenue, 42 trucks and other service vehicles, and fare boxes, furniture and office equipment, motor coach and garage equipment and radio dispatch equipment.

Key System officials thus far have given no indication of the value they place on the facilities or if any amount should be allowed for severance damages and good will. But they have stated in the past that the district should buy all of Key's holdings—not just part of them.

District engineers have by-passed more than half of Key's bus fleet as being too obsolete for long-term district use.

The used buses acquired from Key would be replaced by new coaches out of district revenue under a planned renewal program beginning with the third year of operations.

De Leuw, Cather & Company, in their engineering report to the district, said that the planned acquisition of both new and used equipment at the outset of district operation would be the most logical and economical program for establishing the orderly change from private to public operation.

Any attempt to provide all new buses for the initial operation would not be businesslike and would be impractical, and in addition, would delay operation of the district and result in unnecessary tax subsidy, the report stated.

10 YEAR TRANSIT IMPROVEMENT PLAN

296	City and Suburban Transit Liners to be Acquired During First Two Years of Operation	$ 8,000,000
276	Existing-type Coaches to Supplement Transit Liners for Peak Hour Service During Initial Years of Operation	2,800,000
276	City and Suburban Transit Liners, to be Acquired During Next 10 Years to Replace Existing-type Equipment	7,500,000
848	TOTAL OPERATING EQUIPMENT	$18,300,000
3	Storage Yards and Maintenance Facilities	3,800,000
	New Hayward Storage Terminal and Contingencies Incidental to Acquisition of New Equipment	1,900,000
	TOTAL COST OF PROGRAM	$24,000,000

Worthington Outlines Program For New Bus Purchases, Sees Delay in Early Delivery Date

The number of new ultramodern Transit Liner motor coaches that will be placed into operation when the transit district takes over from Key System will depend on how soon the district gets into business.

General Manager John R. Worthington told a meeting of the board of directors this month that if the district commences operation by July 1 of next year, the maximum number of coaches that could be expected for initial use is 25.

Delivery of additional new buses could be expected at a rate of 15 to 25 a week starting September 1, he added.

In other words, Worthington said, the longer the district postpones the date of commencing operations, the greater will be the chance to have more new buses in operation. But for each additional day of delay, it means the district must continue to depend that much longer upon property tax subsidy for its entire support.

Worthington reported that preliminary discussions with equipment manufacturers indicate that delivery of 150 new coaches could be completed by early 1961 and delivery of 146 additional new buses could be completed within the following 12 months.

Pending arrival of the new coaches, the district would have to obtain buses for temporary use from Key System or other available source, possibly through a lease arrangement, Worthington said.

Production schedules of one of the major manufacturers already is filled through next July, he said.

In any event, when the district takes over there will be no disruption in services, Worthington said. New lines, extensions and other improvements will be handled as quickly as possible, with most of the major changes to be gradually and systematically placed into effect within six months after commencing operation.

West Contra Costa Citizens Committee To Study Alternates for Local Transit Service

A special citizens transit study committee has been formed in Western Contra Costa County to develop a plan for local transit service in the area.

Annexation to the Alameda-Contra Costa Transit District is one of 10 possibilities under study by the committee, which is charged with helping the cities decide what to do about the prospective loss of the bulk of their local bus service.

More than a year ago the courts upheld taxpayers, who challenged the legality of Richmond and San Pablo being included when the district was formed in 1956.

Loss of Local Service

But with approval of the transit district bonds last month, the area faces the loss of local service when the district replaces the Key System. As proposed, there will not be any local district service in Richmond or San Pablo.

The new committee was appointed by County Supervisor James Kenny and Mayors Leo Viano of Richmond and C. H. Blanton of San Pablo.

The various possibilities suggested were for providing transit by existing or by new private operations with or without local governmental aid; annexation to the Alameda-Contra Costa Transit District; contracting with the district for local feeder service and checking on mainline service to be given without annexation or contracting to the district.

They also include establishing a new local transit district with a separate governing board or through the Bay Area Rapid Transit District or through a county service area administered by the board of supervisors; having a municipal transit operation run jointly by the two city councils, and checking on protection given by the State Public Utilities Commission against withdrawing the existing bus service.

Alternates Eliminated

John Garvey, secretary to the committee, said the technical group hopes that study would eliminate some of the alternates so that eventually the committee could concentrate on two or three proposals.

The committee has set February 1 as a target date to have its final recommendations in the hands of the two cities and the county for action.

Ivan Goyak, former Contra Costa County supervisor, is chairman of the 15-man committee. Al Furrer, a leader in the Richmond Development Foundation's efforts to modernize the downtown Richmond business district, has been named vice chairman.

Public Showing of Transit Program Available

An illustrated public presentation of the transit district's new program for improved and expanded East Bay transit is available for scheduling by organizations in the area.

Titled, "We're Rolling With Transit," the presentation includes a series of descriptive charts and a commentary by a district representative pointing out the problems of mass transportation in the area and explaining the district's development plan for meeting this need.

The presentation is available free of charge for luncheon meetings as well as for groups holding their meetings during the morning, afternoon or evening hours. Any interested group may arrange for a presentation by contacting the district.

WELCOME ABOARD—Inspecting model of new, streamlined motor coach to be operated by Alameda-Contra Costa Transit District are, left to right, Hayward developer George Oakes; J. R. Worthington, transit district general manager, and Hayward Mayor Floyd M. Attaway. Welcoming inspection party aboard during recent demonstration at Fairway Park Shopping Center in Hayward is hostess Iona Castlebary. District plans to buy 296 new design Transit Liners—many of them air-conditioned.

Voting Itemized by Individual Cities

(Continued from Page 1)

Under the plan developed by De Leuw, Cather & Company, independent engineering consultants, proceeds from the sale of the bonds would be allocated as follows:

1—Purchase of 296 new Transit Liner motor coaches during first two years to operate on all district lines: $8,000,000.

2—Acquisition of 276 existing-type coaches for auxiliary peak-hour service during initial years of district operation: $2,800,000.

3—Purchase of three existing Key System terminals in Emeryville, Richmond and East Oakland: $3,800,000.

4—Establishment of a new bus maintenance and storage terminal at Hayward, plus contingencies incidental to the acquisition of new equipment: $1,900,000.

The De Leuw, Cather report maintains that projected revenues will be sufficient to replace equipment as it becomes obsolete without having to resort to taxes or another bond issue in the future.

A breakdown of the unofficial voting results by cities is as follows:

	Yes	*No*
Alameda	2,468	4,820
Albany	1,380	1,388
Berkeley	11,526	6,444
Eden Township	4,379	4,186
El Cerrito	2,684	2,486
Emeryville	189	113
Hayward	2,696	1,960
Kensington	898	446
Oakland	30,864	22,943
Piedmont	1,640	876
San Leandro	3,790	3,066

Approximately 30 per cent of the 372,873 registered voters cast bollots at the special October 20 election.

ACTIONS OF THE BOARD

At an adjourned regular meeting October 27, 1959, the Board of Directors:

• Canvassed voting returns on special transit bond election held October 20, on motion of Director Bettencourt. (Details, Page 1.)

• Adopted resolution expressing appreciation to Citizens Committee for Better East Bay Transit for its successful campaign on behalf of the transit district bond measure, on motion of Director Bettencourt.

• Heard a report from General Manager Worthington on immediate steps required to place the transit district in operation, and referred the recommendations to committee for study, on motion of Director Copeland. (Details, Page 1.)

* * *

At its regular meeting November 4, 1959, the Board of Directors:

• Created four new staff positions: controller, $12,000 to $15,000 annual salary range; transportation analyst, $10,000 to $12,000; secretary, $4,800 to $5,400, and stenographer-clerk, $4,200 to $4,800, on motion of Vice President Bettencourt.

• Approved retention of Blyth & Company as financial consultants to assist in bond marketing, at a total fee of $19,000, on motion of Director McDonnell.

• Requested General Manager Worthington to report at the regular December meeting on his proposed timetable for the acquisition of new motor coaches.

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Transit Times

ALAMEDA-CONTRA COSTA TRANSIT DISTRICT ACT FOR THE GOOD OF YOUR COMMUNITY

Volume 2 Number 8 OAKLAND, DECEMBER 1959

DEC 21 1959

UNIVERSITY OF CALIFORNIA

EMPLOYMENT POLICY

District to Offer Jobs to Key System Personnel Except Executive Officials

The more than 1,500 bus drivers, mechanics, clerks and other workers employed by Key System will be offered jobs by the transit district when the public agency goes into operation.

Transit directors this month adopted a personnel policy that assures most of Key System's workers their present jobs when the district takes over operation from the private carrier next summer.

William J. Bettencourt, chairman of the board's administration committee which made the recommendation following several weeks of study, said that the policy making executives of Key System are not included.

"It is not our intention to hire those Key System officials who have determined company policy," Bettencourt said. These positions include the company president, vice president and controller.

Supervisory Personnel

By law, the district will be required to offer employment to most of the drivers, mechanics and other workers if the district takes over the Key operation. Employment of supervisory employees, however, is left to the discretion of the transit directors.

In announcing its decision, the board specifically reserved the right to make such personnel adjustments "as seem necessary to properly serve the public" after the district gets into operation.

Later Adjustments

"In other words," Bettencourt said, "the policy will not necessarily blanket in all supervisory employees, but where possible and desirable present Key System supervisors will be retained."

In a special report to the board, General Manager John R. Worthington urged adoption of the policy statement, declaring it would only be "good sense and economics to secure as much of our required staff and personnel from the ranks of present Key System personnel as possible.

"Practically all of the employees required are in a skilled category," he said, adding that the cost of training new personnel if the district attempted to build up and train an independent work force would involve additional expenses of between $1,000,000 and $2,000,000.

"The employment of Key System operating personnel will insure an experienced organization that also will permit take-over with as little disruption of service and management as possible," he said.

What the Editors Are Saying About Transit

District Expected to Live Up to Election Pledges

Reprinted from the *Oakland Tribune:*

APPROVAL of a bond issue to establish a publicly owned and operated transit system in the East Bay is a forward step toward the eventual solution of our strangling traffic congestion problem.

By approving the program of the Alameda-Contra Costa Transit District, the people have placed a definite responsibility on its directors and staff.

The responsibility weighs heavily because, for the first time in this area, a bond issue has been approved by a simple majority vote under authorization of the State Legislature. Always before, the required two-thirds majority has been an effective safeguard against unwise or unjustified expenditure of public money. The District authorities are now obligated to provide such safeguards.

The District officials presented a detailed plan, calling for the purchase of new equipment and widespread improvement and expansion of service. They promised that the price to be paid for properties to be bought from Key System Transit Lines would be established by the California Public Utilities Commission, an entirely disinterested agency.

In addition, the District advanced, and the public accepted, engineers' opinions that the service improvements can be made without increasing fares or taxes.

The public has the right to expect this to be regarded as a pledge, and to anticipate that the entire program, as outlined, will be carried out expeditiously and efficiently.

Big Tax Refunds Due Richmond Industries

Tax refunds due Richmond and San Pablo taxpayers which were incorrectly collected for the transit district amount to $37,000.

Largest single refund of $11,607 is due Standard Oil Company of California.

Twenty industries in the two cities claim the bulk of the total amount, collectively qualifying for $18,952. Individual claims for the homeowner average about 70 cents.

Richmond and San Pablo had been included in the district in the formation election of 1956. But a court decision two years later found that absentee ballots had been improperly canvassed and exclusion of the two cities was ordered.

The county auditor had collected taxes from the two cities for the fiscal years 1957-58 and 1958-59 during the period of court litigation. It is this money which is now being refunded.

Efforts are being made to have withdrawn claims which are less than 25 cents since costs of processing each claim will exceed this amount.

The district expects to refund about $20,000 to industries. Money for the repayment was set aside in this year's district budget.

Winslow Engineering Executive Appointed Head of District Accounting and Finances

John F. Larson, chief financial officer for the world-wide Winslow Engineering and Manufacturing Co., has been appointed controller of the Alameda-Contra Costa Transit District.

Larson, 58, was named to the $15,000 a year post by transit General Manager John R. Worthington.

The new transit official formerly was treasurer and controller of the Winslow firm and its subsidiary corporations headquartered in Oakland. The concern, with factories in Kentucky and France, is one of the leading manufacturers of industrial filters and pioneered the field of filters for aircraft under the leadership of founder Charles A. Winslow.

Worthington, in announcing the appointment, said Larson will have responsibility for all district financial and accounting matters, including the handling of the $16,500,000 transit bond issue recently approved by the voters.

Prior to joining Winslow in 1953, Larson served as treasurer and controller of a major Los Angeles power transmission and bearing distributing firm. During World War II, he headed up the accounting department of the California Shipbuilding Corp. which turned out well over $500,000,000 in ship contracts during the war years.

John F. Larson

Larson has been associated since 1940 with Laborde and Hoover, a certified public accounting firm of Berkeley. His previous two assignments were at their direction.

Larson's civic activities include Aahmes Temple of the Shrine of which he serves as auditing committee chairman. He resides in Oakland at 4739 Lincoln Ave. with his wife, Jennie, also an accountant. Mrs. Larson's civic activities include treasurer of the women's auxiliary of the Salvation Army's Booth Memorial Hospital.

Bond Opinion Poll Close

A public opinion poll conducted in Alameda County a month prior to the recent transit bond election came close to 100 per cent accuracy.

The telephone survey, made by Raeburn and Associates in connection with a poll on other local issues, and conducted independently of the district, indicated that 57.5 per cent of those questioned were in favor of the bond measure. Final tabulation of the ballots showed voters supported the issue by a margin of 56.3 per cent—a difference with the pre-election estimate of only 1.2 per cent.

Special Report

Turning Point for Transit May Be Here

New Facts Disclose Nation-wide Trend of Public Transit Use May Soon Start Upward

Two current developments have been correlated by a leader of the American transit industry to show what may indicate a change in the public's attitude toward the use of public transit facilities.

The official, Walter S. Rainville, Jr., director of research for the American Transit Association, drew upon figures released by the Federal Reserve which indicate that a smaller percentage of "spending units" in the country own private automobiles in 1959 as compared with 1957.

"While the number of two-car 'spending units' has increased along with the population and the number of automobiles," he explained, "the percentage of non-car-owning 'spending units' has risen in this two-year period from 28 to 29 per cent."

Postwar Transit Decline Levels Off

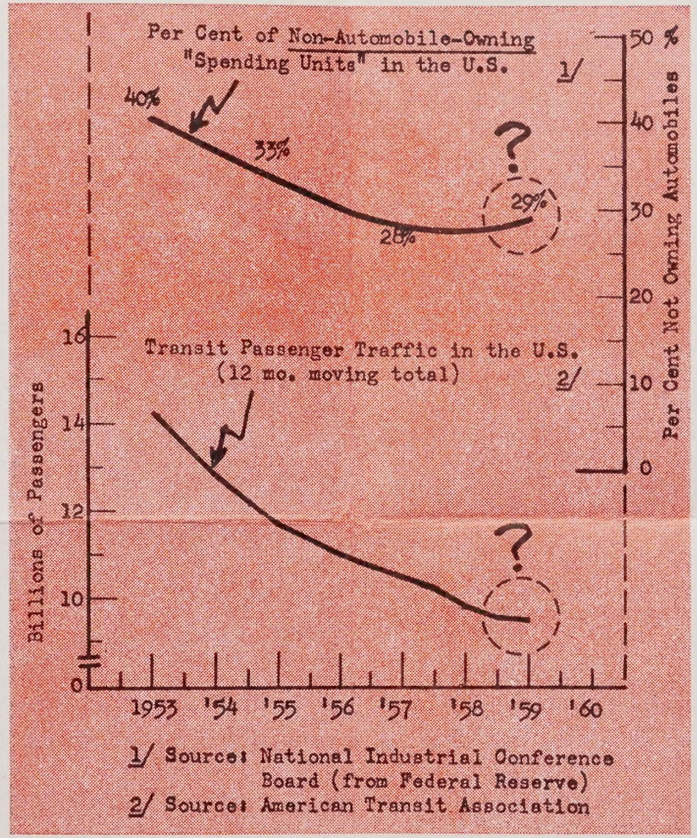
Rainville also pointed out that the sharp postwar decline in transit patronage has leveled off during the past nine or 10 months. In fact, for two consecutive months prior to the steel strike, transit riding actually showed an increase over the corresponding months of the previous years.

"I would hesitate to forecast from this coincidence of statistical behavior that transit faces a coming millenium," he said. "But we who are charged with planning the future of our nation's urbanized areas may well pause and ponder whatever significance may evolve from these interesting events in the coming months."

Rainville, in a lecture before graduate students at the Yale University Bureau of Highway Traffic, described transit as a "valuable tool of the community," adding that through proper use it can become an "extremely valuable future tool for the highway engineer, the traffic engineer, the city planner and the public official."

Transit can serve best wherever there are volumes of people to be moved, because of its basic efficiency in the use of street space, he said.

"From the standpoint of community benefits," Rainville insisted, "transit should be used where it will result in the best balanced solution, taking into account the three basic ingredients of street and highway facilities, parking and terminal facilities, and transit itself.



Total Reliance on Autos Promises Chaos

Rainville warned of the "eventual chaos which increasing reliance on the automobile in congested areas can bring."

Rainville concluded by reviewing many steps that have been taken to improve transit service and vehicles and emphasized particularly the success that has been achieved with transit service on new urban freeways and expressways.

Appreciation

The statement reprinted below was issued by Robert K. Barber, president of the transit Board of Directors, following the recent special transit bond election.

IN THE FACE of mounting traffic congestion and explosive population growth, East Bay voters have stamped their approval on a public-owned transit system to replace dwindling services of the Key System.

East Bay citizens, in endorsing the transit bond measure, have taken a great step forward in making their cities better places in which to live, and in helping to assure future prosperity promised for this area.

The many improved services planned by the district are expected to draw increasing numbers of transit users from their private cars and thus help to reduce serious traffic congestion on streets and freeways.

Citizens will be able to travel about their cities with greater freedom. Those using public transit will enjoy a superior transit service now provided in many Eastern cities but long denied our people here in the East Bay.

The district is hopeful that it can commence operations on July 1st. This date, however, will depend upon such contingencies as the first available date for the delivery of new equipment.

We believe this transit program best represents what the people want—better public transportation serving more of the people, yet supported by those who will use the service.

We consider the program to be the best and most feasible plan possible for improved transit without taxing the people to pay for it.

The inauguration of a publicly-owned transportation system is indeed a complicated matter, yet the people have indicated their faith in a proposed system which we believe is financially sound, will merit widespread use, and will contribute to healthy property values and a strong, vigorous economy.

On behalf of the Board of Directors, I want to thank the many hundreds of civic-spirited leaders in our East Bay cities who helped to explain the transit program and achieve a successful vote. We owe a special debt of gratitude to A. H. Moffitt, Jr., of Alameda, who guided the citizens committee campaign as general chairman.

STREET CLEARANCE—Work crews with heavy equipment remove abandoned interurban rails on Twelfth Street formerly used by Oakland's transbay "A" line. Key System, which is paying costs of track removal, is ahead of its commitment schedule which promises to have all tracks cleared from East Bay streets by April, 1961.

Key Ahead of Track Removal Schedule

The removal of remaining abandoned transbay train tracks in Berkeley and Oakland is proceeding ahead of schedule and should be completed prior to the deadline of April, 1961.

In Berkeley, the entire removal program is expected to be completed by January or February of next year.

Work still to be completed in Berkeley includes a section of Shattuck Avenue between Dwight Way and Ward Street, and the portion of Claremont Avenue between Alcatraz and Domingo Avenues.

Crews are currently removing the abandoned "A" train tracks in Oakland on 12th Street between Jefferson and Union Streets.

Other tracks remaining are on portions of Piedmont Avenue, Claremont Avenue, 55th Street, Lakeshore Avenue, West Grand Avenue and Adeline Street.

The current removal program, which initially was estimated to cost a total of approximately $750,000, is being carried out by Key System Transit Lines.

Key System has promised in an agreement with the City of Oakland to have all tracks removed by April of 1961.

Copeland Cites Better Public Transit as A Benefit to the Automobile Driver, Too

Substantially improved public transportation will benefit not only the transit rider but every driver of an automobile throughout the East Bay.

This was the prediction of Robert M. Copeland, transit district director and retired civil engineer, who recently told members of the Oakland Presbyterian Men's Club:

R. M. Copeland

"Better transit is just as important—even vital—to the motorist, the businessman and the homeowner as it is to the transit rider."

Experience elsewhere throughout the country has repeatedly shown that the improved transit service planned for the East Bay will definitely attract more riders, Copeland said. Many of these new riders will be former auto drivers.

"Without transit, our streets and freeways would be hopelessly and unquestionably inadequate," he said.

"But if we improve the quality and speed of our public transit system, more people will use the service, congestion will be partly eliminated, and there will be more room for those people who continue to drive their cars.

"For the East Bay resident who continues to drive his car, this fact is of major importance," he said.

The transit official cited recent experience in Philadelphia where, during the first week of operating a new freeway express line, patronage increased almost 50 per cent.

The new service clipped about 16 minutes from the former street route and represents a time savings of about 35 per cent, Copeland said.

"This single new express line has actually eliminated hundreds of automobiles from Philadelphia streets each day, and obviously has provided considerable relief from traffic congestion in the particular section of the city," he added.

A key part of the East Bay district's plan is the start of five new express lines linking communities between El Cerrito and Hayward. The new routes, utilizing freeways wherever possible, will produce expected time savings of up to 50 per cent over existing travel time.

Speaker Programs Telling Progress of District Plans For Operation Available

Two educational programs have been developed by the transit district to keep East Bay citizens informed on the progress of plans to begin operation of a publicly-owned transit system.

Both speaker programs are available free of charge for luncheon meetings as well as for groups holding their meetings during the morning, afternoon or evening hours.

One utilizes a 25-minute color motion picture, "Let's Go to Town," which shows improvements that are taking place throughout the country with regard to public transit.

The second program consists of a series of descriptive charts which graphically describe the East Bay's problems of moving people and the steps being taken to solve them.

The district also publishes a monthly information bulletin, "Transit Times," which is available through the mail free of charge.

For further information, please contact the transit district at 700 Plaza Building, 506 15th Street, Oakland, telephone TEmplebar 6-1808.

ACTIONS OF THE BOARD

At its regular meeting December 2, 1959, the Board of Directors:

- Referred a request by the Richmond and San Pablo Transit Study Committee, asking information on costs of providing bus service, to the General Manager for study and reply to the board, on motion of Director Copeland.
- Endorsed the use of exhaust control devices on motor coaches as soon as such devices are available and practicable, and directed the General Manager to prepare a report on the current status of preventive smog devices now under study, on motion of Director Copeland.
- Approved a policy statement favoring retention of Key System personnel other than the general officers, on motion of Director Bettencourt. (Details, Page 1.)
- Adjourned meeting to January 4, 1960, at 4:30 p.m. in the district offices to elect officers of the board of directors for the new year.

Transit Times

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John L. McDonnell . . . . Ward III
Wm. J. Bettencourt . . . . Ward IV
Paul E. Deadrich . . . Ward V

Support to Eliminate Smog Promised

The transit district has pledged all-out action to eliminate smog-producing exhausts by its fleet of motor coaches just as soon as practical devices are available.

A resolution recently adopted by the Bay Area Air Pollution Control District asked the transit district to specify effective and efficient exhaust control devices on all new buses to be purchased.

Transit directors said they are in agreement that such devices be used on district equipment just as soon as they are available and can be acquired at a reasonable cost.

General Manager John R. Worthington was also instructed to investigate the relative contribution to smog that is made by a motor coach fleet as compared to autos carrying the equivalent number of travelers.

Transit Times
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